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- AS Agree Somewhat
- DS Disagree Somewhat
- DC Disagree Completely
- DM Disagree Mostly
- DS Disagree Somewhat
- AS Agree Somewhat
- AM Agree Mostly
- VI Very Important
- NI Not Important
- AI Average importance
- AS Agree Strongly
- SA Somewhat agree
- SD Somewhat disagree
- DS Disagree strongly

Apparel and Accessories

Athletic Shoes

- MAPPSH001: Athletic Shoes - Amount Spent In Total: Any Under \$50
- MAPPSH002: Athletic Shoes - Amount Spent In Total: Any \$50 - \$74
- MAPPSH003: Athletic Shoes - Amount Spent In Total: Any \$75 - \$149
- MAPPSH004: Athletic Shoes - Amount Spent In Total: Any \$150+
- MAPPSH005: Athletic Shoes - Amount Spent In Total: Any \$75+
- MAPPSH006: Apparel/Accessories: Athletic Shoes - Brands Bought: Adidas
- MAPPSH007: Apparel/Accessories: Athletic Shoes - Brands Bought: Airwalk
- MAPPSH008: Apparel/Accessories: Athletic Shoes - Brands Bought: Asics
- MAPPSH009: Apparel/Accessories: Athletic Shoes - Brands Bought: Avia
- MAPPSH010: Apparel/Accessories: Athletic Shoes - Brands Bought: Brooks
- MAPPSH011: Apparel/Accessories: Athletic Shoes - Brands Bought: Converse
- MAPPSH012: Apparel/Accessories: Athletic Shoes - Brands Bought: Easy Spirit
- MAPPSH014: Apparel/Accessories: Athletic Shoes - Brands Bought: Fila
- MAPPSH015: Apparel/Accessories: Athletic Shoes - Brands Bought: Jordan
- MAPPSH016: Apparel/Accessories: Athletic Shoes - Brands Bought: Keds
- MAPPSH017: Apparel/Accessories: Athletic Shoes - Brands Bought: K-Swiss
- MAPPSH018: Apparel/Accessories: Athletic Shoes - Brands Bought: Merrell
- MAPPSH019: Apparel/Accessories: Athletic Shoes - Brands Bought: New Balance
- MAPPSH020: Apparel/Accessories: Athletic Shoes - Brands Bought: Nike
- MAPPSH021: Apparel/Accessories: Athletic Shoes - Brands Bought: Puma
- MAPPSH022: Apparel/Accessories: Athletic Shoes - Brands Bought: Reebok
- MAPPSH023: Apparel/Accessories: Athletic Shoes - Brands Bought: Rockport
- MAPPSH024: Apparel/Accessories: Athletic Shoes - Brands Bought: Saucony
- MAPPSH025: Apparel/Accessories: Athletic Shoes - Brands Bought: Skechers
- MAPPSH026: Apparel/Accessories: Athletic Shoes - Brands Bought: Timberland
- MAPPSH027: Apparel/Accessories: Athletic Shoes - Brands Bought: Under Armour
- MAPPSH028: Apparel/Accessories: Athletic Shoes - Brands Bought: Vans
- MAPPSH029: Apparel/Accessories: Athletic Shoes - Brands Bought: Wolverine
- MAPPSH030: Apparel/Accessories: Athletic Shoes - Brands Bought: Other
- MAPPSH031: Athletic Shoes - Number Of Pairs Bought: Aerobic/Fitness shoes Any
- MAPPSH032: Athletic Shoes - Number Of Pairs Bought: Baseball/Softball shoes Any
- MAPPSH033: Athletic Shoes - Number Of Pairs Bought: Basketball shoes Any
- MAPPSH034: Athletic Shoes - Number Of Pairs Bought: Boat/Deck shoes Any
- MAPPSH035: Athletic Shoes - Number Of Pairs Bought: Cross Training shoes Any
- MAPPSH036: Athletic Shoes - Number Of Pairs Bought: Golf shoes Any
- MAPPSH037: Athletic Shoes - Number Of Pairs Bought: Hiking/Backpacking boots Any
- MAPPSH038: Athletic Shoes - Number Of Pairs Bought: Hunting Boots Any
- MAPPSH039: Athletic Shoes - Number Of Pairs Bought: Running/Jogging shoes Any
- MAPPSH040: Athletic Shoes - Number Of Pairs Bought: Soccer shoes Any
- MAPPSH041: Athletic Shoes - Number Of Pairs Bought: Sports Sandals Any
- MAPPSH042: Athletic Shoes - Number Of Pairs Bought: Tennis shoes Any
- MAPPSH043: Athletic Shoes - Number Of Pairs Bought: Walking shoes Any
- MAPPSH044: Athletic Shoes - Number Of Pairs Bought: Weight Lifting/Training shoes Any
- MAPPSH045: Athletic Shoes - Number Of Pairs Bought: Any

Mediamark (MRI) Doublebase Profiles

The values are based on absolute counts of current year adult population (18+).

Codes to some of the answers found in the MRI variables:

AC Agree Completely

Clothing Expenditures

- MAEXP001: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: Under \$100
- MAEXP002: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$100 - \$299

MAPEXP003: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$300 - \$499
MAPEXP004: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$500 - \$999
MAPEXP005: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$1000 - \$1999
MAPEXP006: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$2000 - \$2999
MAPEXP007: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$3000+
MAPEXP008: Apparel/Accessories: Clothing Expenditures - Amount Spent In Total: \$2000+

Costume Jewelry

MAPJWL001: Costume Jewelry: Bracelet Any
MAPJWL002: Costume Jewelry: Pin Any
MAPJWL003: Costume Jewelry: Earrings Any
MAPJWL004: Costume Jewelry: Necklace Any
MAPJWL005: Costume Jewelry: Ring Any

Fine Jewelry

MAPJWL012: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: Under \$100
MAPJWL013: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$100 - \$399
MAPJWL014: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$400 - \$749
MAPJWL015: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$750 - \$999
MAPJWL016: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$1000 - \$1499
MAPJWL017: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$1500+
MAPJWL018: Fine Jewelry - Kinds: Bracelet Any
MAPJWL019: Fine Jewelry - Kinds: Brooch/Pin Any
MAPJWL020: Fine Jewelry - Kinds: Earrings Any
MAPJWL021: Fine Jewelry - Kinds: Necklace Any
MAPJWL022: Fine Jewelry - Kinds: Engagement Ring Any
MAPJWL023: Fine Jewelry - Kinds: Other Ring Any
MAPJWL024: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 1 Item
MAPJWL025: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 2 Items
MAPJWL026: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 3 Items
MAPJWL027: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 4 Items
MAPJWL028: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 5-6 Items
MAPJWL029: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 7+ Items
MAPJWL030: Apparel/Accessories: Fine Jewelry - Purchased For: Yourself
MAPJWL031: Apparel/Accessories: Fine Jewelry - Purchased For: Someone else (gift)
MAPJWL032: Apparel/Accessories: Fine Jewelry - Summary: Bought any
MAPJWL033: Fine Jewelry - Types: Diamond Any
MAPJWL034: Fine Jewelry - Types: Gold Any
MAPJWL035: Fine Jewelry - Types: Platinum Any
MAPJWL036: Fine Jewelry - Types: Sterling Any
MAPJWL037: Fine Jewelry - Types: Other Any
MAPJWL038: Apparel/Accessories: Fine Jewelry - Where Purchased: Independent Jeweler
MAPJWL039: Apparel/Accessories: Fine Jewelry - Where Purchased: Department Store
MAPJWL040: Apparel/Accessories: Fine Jewelry - Where Purchased: Jared
MAPJWL041: Apparel/Accessories: Fine Jewelry - Where Purchased: Kay Jewelers
MAPJWL046: Apparel/Accessories: Fine Jewelry - Where Purchased: Swarovski
MAPJWL042: Apparel/Accessories: Fine Jewelry - Where Purchased: Zales
MAPJWL043: Apparel/Accessories: Fine Jewelry - Where Purchased: Other Retail Chain
MAPJWL044: Apparel/Accessories: Fine Jewelry - Where Purchased: Warehouse/Club Store
MAPJWL045: Apparel/Accessories: Fine Jewelry - Where Purchased: Other

Mens Clothing

MAPMEN001: Apparel/Accessories: Mens Clothing - Brands: Adidas
MAPMEN002: Apparel/Accessories: Mens Clothing - Brands: Armani
MAPMEN003: Apparel/Accessories: Mens Clothing - Brands: Banana Republic
MAPMEN004: Apparel/Accessories: Mens Clothing - Brands: Brooks Brothers
MAPMEN005: Apparel/Accessories: Mens Clothing - Brands: Calvin Klein
MAPMEN006: Apparel/Accessories: Mens Clothing - Brands: Carhartt
MAPMEN007: Apparel/Accessories: Mens Clothing - Brands: Champion
MAPMEN008: Apparel/Accessories: Mens Clothing - Brands: Claiborne
MAPMEN060: Apparel/Accessories: Mens Clothing - Brands: Columbia
MAPMEN009: Apparel/Accessories: Mens Clothing - Brands: Dickies
MAPMEN010: Apparel/Accessories: Mens Clothing - Brands: DKNY
MAPMEN011: Apparel/Accessories: Mens Clothing - Brands: Dockers

MAPMEN012: Apparel/Accessories: Mens Clothing - Brands: Eddie Bauer
MAPMEN013: Apparel/Accessories: Mens Clothing - Brands: Express
MAPMEN014: Apparel/Accessories: Mens Clothing - Brands: Fruit of the Loom
MAPMEN015: Apparel/Accessories: Mens Clothing - Brands: The Gap
MAPMEN016: Apparel/Accessories: Mens Clothing - Brands: H&M
MAPMEN017: Apparel/Accessories: Mens Clothing - Brands: Haggard
MAPMEN018: Apparel/Accessories: Mens Clothing - Brands: Hanes
MAPMEN061: Apparel/Accessories: Mens Clothing - Brands: Hugo Boss
MAPMEN062: Apparel/Accessories: Mens Clothing - Brands: IZOD
MAPMEN019: Apparel/Accessories: Mens Clothing - Brands: Jockey
MAPMEN021: Apparel/Accessories: Mens Clothing - Brands: Kenneth Cole
MAPMEN022: Apparel/Accessories: Mens Clothing - Brands: Lacoste
MAPMEN023: Apparel/Accessories: Mens Clothing - Brands: Lands End
MAPMEN024: Apparel/Accessories: Mens Clothing - Brands: Lee
MAPMEN025: Apparel/Accessories: Mens Clothing - Brands: Levis
MAPMEN026: Apparel/Accessories: Mens Clothing - Brands: Nautica
MAPMEN027: Apparel/Accessories: Mens Clothing - Brands: Nike
MAPMEN063: Apparel/Accessories: Mens Clothing - Brands: The North Face
MAPMEN028: Apparel/Accessories: Mens Clothing - Brands: Old Navy
MAPMEN064: Apparel/Accessories: Mens Clothing - Brands: Patagonia
MAPMEN029: Apparel/Accessories: Mens Clothing - Brands: Polo
MAPMEN030: Apparel/Accessories: Mens Clothing - Brands: Ralph Lauren
MAPMEN031: Apparel/Accessories: Mens Clothing - Brands: Reebok
MAPMEN032: Apparel/Accessories: Mens Clothing - Brands: Russell Athletic
MAPMEN065: Apparel/Accessories: Mens Clothing - Brands: Speedo
MAPMEN033: Apparel/Accessories: Mens Clothing - Brands: Tommy Hilfiger
MAPMEN034: Apparel/Accessories: Mens Clothing - Brands: Under Armour
MAPMEN066: Apparel/Accessories: Mens Clothing - Brands: Van Heusen
MAPMEN035: Apparel/Accessories: Mens Clothing - Brands: Wrangler
MAPMEN067: Apparel/Accessories: Mens Clothing - Brands: Other
MAPMEN036: Apparel/Accessories: Mens Clothing: Summary: Bought any
MAPMEN037: Apparel/Accessories: Mens Clothing: Summary: Bought one item
MAPMEN038: Apparel/Accessories: Mens Clothing: Summary: Bought two items
MAPMEN039: Apparel/Accessories: Mens Clothing: Summary: Bought three or more items
MAPMEN040: Apparel/Accessories: Mens Clothing: Summary - Big Ticket: Bought any
MAPMEN041: Apparel/Accessories: Mens Clothing: Summary - Big Ticket: Bought one item
MAPMEN042: Apparel/Accessories: Mens Clothing: Summary - Big Ticket: Bought two items
MAPMEN043: Apparel/Accessories: Mens Clothing: Summary - Big Ticket: Bought three or more items
MAPMEN044: Apparel/Accessories: Mens Clothing: Summary - Low Ticket: Bought any
MAPMEN045: Apparel/Accessories: Mens Clothing: Summary - Low Ticket: Bought one item
MAPMEN046: Apparel/Accessories: Mens Clothing: Summary - Low Ticket: Bought two items
MAPMEN047: Apparel/Accessories: Mens Clothing: Summary - Low Ticket: Bought three or more items
MAPMEN048: Apparel/Accessories: Mens Clothing: Summary Big Ticket - Amount Spent In Total: Less than \$100
MAPMEN049: Apparel/Accessories: Mens Clothing: Summary Big Ticket - Amount Spent In Total: \$100 - \$199
MAPMEN050: Apparel/Accessories: Mens Clothing: Summary Big Ticket - Amount Spent In Total: \$200 - \$299
MAPMEN051: Apparel/Accessories: Mens Clothing: Summary Big Ticket - Amount Spent In Total: \$300 - \$499
MAPMEN052: Apparel/Accessories: Mens Clothing: Summary Big Ticket - Amount Spent In Total: \$500 or more
MAPMEN053: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: Less than \$50
MAPMEN054: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$50 - \$99
MAPMEN055: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$100 - \$199
MAPMEN056: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$200 - \$299
MAPMEN057: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$300 - \$499
MAPMEN058: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$500 - \$999
MAPMEN059: Apparel/Accessories: Mens Clothing: Summary Low Ticket - Amount Spent In Total: \$1000 or more

Shoes

MAPSHO042: Shoes - Amount Spent In Total: Canvas Under \$50

MAPSHO043: Shoes - Amount Spent In Total: Canvas \$50 - \$99
MAPSHO044: Shoes - Amount Spent In Total: Canvas \$100 - \$249
MAPSHO045: Shoes - Amount Spent In Total: Canvas \$250+
MAPSHO046: Shoes - Amount Spent In Total: Canvas \$100+
MAPSHO047: Shoes - Amount Spent In Total: Casual/leisure Under \$50
MAPSHO048: Shoes - Amount Spent In Total: Casual/leisure \$50 - \$99
MAPSHO049: Shoes - Amount Spent In Total: Casual/leisure \$100 - \$249
MAPSHO050: Shoes - Amount Spent In Total: Casual/leisure \$250+
MAPSHO051: Shoes - Amount Spent In Total: Casual/leisure \$100+
MAPSHO052: Shoes - Amount Spent In Total: Dress boots Under \$50
MAPSHO053: Shoes - Amount Spent In Total: Dress boots \$50 - \$99
MAPSHO054: Shoes - Amount Spent In Total: Dress boots \$100 - \$249
MAPSHO055: Shoes - Amount Spent In Total: Dress boots \$250+
MAPSHO056: Shoes - Amount Spent In Total: Dress boots \$100+
MAPSHO057: Shoes - Amount Spent In Total: Dress shoes Under \$50
MAPSHO058: Shoes - Amount Spent In Total: Dress shoes \$50 - \$99
MAPSHO059: Shoes - Amount Spent In Total: Dress shoes \$100 - \$249
MAPSHO060: Shoes - Amount Spent In Total: Dress shoes \$250+
MAPSHO061: Shoes - Amount Spent In Total: Dress shoes \$100+
MAPSHO062: Shoes - Amount Spent In Total: Sandals Under \$50
MAPSHO063: Shoes - Amount Spent In Total: Sandals \$50 - \$99
MAPSHO064: Shoes - Amount Spent In Total: Sandals \$100 - \$249
MAPSHO065: Shoes - Amount Spent In Total: Sandals \$250+
MAPSHO066: Shoes - Amount Spent In Total: Sandals \$100+
MAPSHO067: Shoes - Amount Spent In Total: Slippers Under \$50
MAPSHO068: Shoes - Amount Spent In Total: Slippers \$50 - \$99
MAPSHO069: Shoes - Amount Spent In Total: Slippers \$100 - \$249
MAPSHO070: Shoes - Amount Spent In Total: Slippers \$250+
MAPSHO071: Shoes - Amount Spent In Total: Slippers \$100+
MAPSHO072: Shoes - Amount Spent In Total: Western boots Under \$50
MAPSHO073: Shoes - Amount Spent In Total: Western boots \$50 - \$99
MAPSHO074: Shoes - Amount Spent In Total: Western boots \$100 - \$249
MAPSHO075: Shoes - Amount Spent In Total: Western boots \$250+
MAPSHO076: Shoes - Amount Spent In Total: Western boots \$100+
MAPSHO077: Shoes - Amount Spent In Total: Work boots Under \$50
MAPSHO078: Shoes - Amount Spent In Total: Work boots \$50 - \$99
MAPSHO079: Shoes - Amount Spent In Total: Work boots \$100 - \$249
MAPSHO080: Shoes - Amount Spent In Total: Work boots \$250+
MAPSHO081: Shoes - Amount Spent In Total: Work boots \$100+
MAPSHO082: Shoes - Amount Spent In Total: Other work shoes Under \$50
MAPSHO083: Shoes - Amount Spent In Total: Other work shoes \$50 - \$99
MAPSHO084: Shoes - Amount Spent In Total: Other work shoes \$100 - \$249
MAPSHO085: Shoes - Amount Spent In Total: Other work shoes \$250+
MAPSHO086: Shoes - Amount Spent In Total: Other work shoes \$100+
MAPSHO087: Shoes - Amount Spent In Total: Other Under \$50
MAPSHO088: Shoes - Amount Spent In Total: Other \$50 - \$99
MAPSHO089: Shoes - Amount Spent In Total: Other \$100 - \$249
MAPSHO090: Shoes - Amount Spent In Total: Other \$250+
MAPSHO091: Shoes - Amount Spent In Total: Other \$100+
MAPSHO001: Shoes - Amount Spent In Total: Any Under \$50
MAPSHO002: Shoes - Amount Spent In Total: Any \$50 - \$99
MAPSHO003: Shoes - Amount Spent In Total: Any \$100 - \$249
MAPSHO004: Shoes - Amount Spent In Total: Any \$250+
MAPSHO005: Shoes - Amount Spent In Total: Any \$100+
MAPSHO006: Apparel/Accessories: Shoes - Brands: Aerosoles
MAPSHO007: Apparel/Accessories: Shoes - Brands: ALDO
MAPSHO008: Apparel/Accessories: Shoes - Brands: Allen-Edmonds
MAPSHO009: Apparel/Accessories: Shoes - Brands: Anne Klein
MAPSHO010: Apparel/Accessories: Shoes - Brands: Bm
MAPSHO011: Apparel/Accessories: Shoes - Brands: Clarks
MAPSHO012: Apparel/Accessories: Shoes - Brands: Coach
MAPSHO013: Apparel/Accessories: Shoes - Brands: Cole Haan
MAPSHO014: Apparel/Accessories: Shoes - Brands: Crocs
MAPSHO015: Apparel/Accessories: Shoes - Brands: Ecco
MAPSHO016: Apparel/Accessories: Shoes - Brands: Florsheim
MAPSHO017: Apparel/Accessories: Shoes - Brands: Havaianas
MAPSHO018: Apparel/Accessories: Shoes - Brands: Johnston & Murphy
MAPSHO019: Apparel/Accessories: Shoes - Brands: Keen
MAPSHO020: Apparel/Accessories: Shoes - Brands: Kenneth Cole
MAPSHO021: Apparel/Accessories: Shoes - Brands: Naturalizer
MAPSHO022: Apparel/Accessories: Shoes - Brands: Nina
MAPSHO023: Apparel/Accessories: Shoes - Brands: Nine West
MAPSHO092: Apparel/Accessories: Shoes - Brands: Red Wing
MAPSHO024: Apparel/Accessories: Shoes - Brands: Rockport
MAPSHO025: Apparel/Accessories: Shoes - Brands: Skechers
MAPSHO026: Apparel/Accessories: Shoes - Brands: Sperry
MAPSHO027: Apparel/Accessories: Shoes - Brands: Stacy Adams
MAPSHO028: Apparel/Accessories: Shoes - Brands: Steve Madden
MAPSHO029: Apparel/Accessories: Shoes - Brands: UGG

MAPSHO030: Apparel/Accessories: Shoes - Brands: Other
MAPSHO031: Shoes - Number Of Pairs Bought: Canvas Any
MAPSHO032: Shoes - Number Of Pairs Bought: Casual/leisure Any
MAPSHO033: Shoes - Number Of Pairs Bought: Dress boots Any
MAPSHO034: Shoes - Number Of Pairs Bought: Dress shoes Any
MAPSHO035: Shoes - Number Of Pairs Bought: Sandals Any
MAPSHO036: Shoes - Number Of Pairs Bought: Slippers Any
MAPSHO037: Shoes - Number Of Pairs Bought: Western boots Any
MAPSHO038: Shoes - Number Of Pairs Bought: Work boots Any
MAPSHO039: Shoes - Number Of Pairs Bought: Other work shoes Any
MAPSHO040: Shoes - Number Of Pairs Bought: Other Any
MAPSHO041: Shoes - Number Of Pairs Bought: Any Any

Womens Clothing

MAPWOM001: Apparel/Accessories: Womens Clothing - Brands: Adidas
MAPWOM002: Apparel/Accessories: Womens Clothing - Brands: Alfred Dunner
MAPWOM003: Apparel/Accessories: Womens Clothing - Brands: Ann Taylor
MAPWOM004: Apparel/Accessories: Womens Clothing - Brands: Anne Klein
MAPWOM005: Apparel/Accessories: Womens Clothing - Brands: Armani
MAPWOM006: Apparel/Accessories: Womens Clothing - Brands: Banana Republic
MAPWOM007: Apparel/Accessories: Womens Clothing - Brands: Calvin Klein
MAPWOM008: Apparel/Accessories: Womens Clothing - Brands: Champion
MAPWOM067: Apparel/Accessories: Womens Clothing - Brands: Columbia
MAPWOM009: Apparel/Accessories: Womens Clothing - Brands: Danskin
MAPWOM010: Apparel/Accessories: Womens Clothing - Brands: DKNY
MAPWOM011: Apparel/Accessories: Womens Clothing - Brands: Dockers
MAPWOM012: Apparel/Accessories: Womens Clothing - Brands: Eddie Bauer
MAPWOM013: Apparel/Accessories: Womens Clothing - Brands: Express
MAPWOM014: Apparel/Accessories: Womens Clothing - Brands: The Gap
MAPWOM015: Apparel/Accessories: Womens Clothing - Brands: Guess
MAPWOM016: Apparel/Accessories: Womens Clothing - Brands: H&M
MAPWOM017: Apparel/Accessories: Womens Clothing - Brands: Hanes
MAPWOM018: Apparel/Accessories: Womens Clothing - Brands: Inc
MAPWOM068: Apparel/Accessories: Womens Clothing - Brands: iZOD
MAPWOM019: Apparel/Accessories: Womens Clothing - Brands: Jones New York
MAPWOM020: Apparel/Accessories: Womens Clothing - Brands: Juicy Couture
MAPWOM021: Apparel/Accessories: Womens Clothing - Brands: Kenneth Cole
MAPWOM022: Apparel/Accessories: Womens Clothing - Brands: Lacoste
MAPWOM023: Apparel/Accessories: Womens Clothing - Brands: Lee
MAPWOM024: Apparel/Accessories: Womens Clothing - Brands: Levis
MAPWOM025: Apparel/Accessories: Womens Clothing - Brands: Liz Claiborne
MAPWOM026: Apparel/Accessories: Womens Clothing - Brands: LOFT
MAPWOM027: Apparel/Accessories: Womens Clothing - Brands: Lucky Brand
MAPWOM028: Apparel/Accessories: Womens Clothing - Brands: New York & Company
MAPWOM029: Apparel/Accessories: Womens Clothing - Brands: Nike
MAPWOM070: Apparel/Accessories: Womens Clothing - Brands: The North Face
MAPWOM030: Apparel/Accessories: Womens Clothing - Brands: Not Your Daughters
Jeans
MAPWOM031: Apparel/Accessories: Womens Clothing - Brands: Old Navy
MAPWOM071: Apparel/Accessories: Womens Clothing - Brands: Patagonia
MAPWOM032: Apparel/Accessories: Womens Clothing - Brands: Polo
MAPWOM033: Apparel/Accessories: Womens Clothing - Brands: Ralph Lauren
MAPWOM034: Apparel/Accessories: Womens Clothing - Brands: Reebok
MAPWOM035: Apparel/Accessories: Womens Clothing - Brands: Riders by Lee
MAPWOM036: Apparel/Accessories: Womens Clothing - Brands: Sag Harbor
MAPWOM037: Apparel/Accessories: Womens Clothing - Brands: Speedo
MAPWOM037: Apparel/Accessories: Womens Clothing - Brands: Talbots
MAPWOM038: Apparel/Accessories: Womens Clothing - Brands: Tommy Hilfinger
MAPWOM039: Apparel/Accessories: Womens Clothing - Brands: True Religion
MAPWOM040: Apparel/Accessories: Womens Clothing - Brands: Under Armour
MAPWOM041: Apparel/Accessories: Womens Clothing - Brands: Wrangler
MAPWOM042: Apparel/Accessories: Womens Clothing - Brands: Other
MAPWOM043: Apparel/Accessories: Womens Clothing: Summary: Bought any
MAPWOM044: Apparel/Accessories: Womens Clothing: Summary: Bought one item
MAPWOM045: Apparel/Accessories: Womens Clothing: Summary: Bought two items
MAPWOM046: Apparel/Accessories: Womens Clothing: Summary: Bought three or more
items
MAPWOM047: Apparel/Accessories: Womens Clothing: Summary - Big Ticket: Bought
any
MAPWOM048: Apparel/Accessories: Womens Clothing: Summary - Big Ticket: Bought
one item
MAPWOM049: Apparel/Accessories: Womens Clothing: Summary - Big Ticket: Bought
two items
MAPWOM050: Apparel/Accessories: Womens Clothing: Summary - Big Ticket: Bought
three or more items

MAPWOM051: Apparel/Accessories: Womens Clothing: Summary - Low Ticket: Bought any
MAPWOM052: Apparel/Accessories: Womens Clothing: Summary - Low Ticket: Bought one item
MAPWOM053: Apparel/Accessories: Womens Clothing: Summary - Low Ticket: Bought two items
MAPWOM054: Apparel/Accessories: Womens Clothing: Summary - Low Ticket: Bought three or more items
MAPWOM055: Apparel/Accessories: Womens Clothing: Summary Big Ticket - Amount Spent In Total: Less than \$100
MAPWOM056: Apparel/Accessories: Womens Clothing: Summary Big Ticket - Amount Spent In Total: \$100 - \$199
MAPWOM057: Apparel/Accessories: Womens Clothing: Summary Big Ticket - Amount Spent In Total: \$200 - \$299
MAPWOM058: Apparel/Accessories: Womens Clothing: Summary Big Ticket - Amount Spent In Total: \$300 - \$499
MAPWOM059: Apparel/Accessories: Womens Clothing: Summary Big Ticket - Amount Spent In Total: \$500 or more
MAPWOM060: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: Less than \$50
MAPWOM061: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$50 - \$99
MAPWOM062: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$100 - \$199
MAPWOM063: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$200 - \$299
MAPWOM064: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$300 - \$499
MAPWOM065: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$500 - \$999
MAPWOM066: Apparel/Accessories: Womens Clothing: Summary Low Ticket - Amount Spent In Total: \$1000 or more

Watches

MAPWAT001: Apparel/Accessories: Watches - Amount Spent In Total: Less than \$50
MAPWAT002: Apparel/Accessories: Watches - Amount Spent In Total: \$50 - \$99
MAPWAT003: Apparel/Accessories: Watches - Amount Spent In Total: \$100 - \$299
MAPWAT004: Apparel/Accessories: Watches - Amount Spent In Total: \$300 - \$499
MAPWAT029: Apparel/Accessories: Watches - Amount Spent In Total: \$500 - \$999
MAPWAT030: Apparel/Accessories: Watches - Amount Spent In Total: \$1000+
MAPWAT006: Watches - Brands: Anne Klein Bought/last 12 months
MAPWAT007: Watches - Brands: Breitling Bought/last 12 months
MAPWAT008: Watches - Brands: Bulova Bought/last 12 months
MAPWAT009: Watches - Brands: Cartier Bought/last 12 months
MAPWAT010: Watches - Brands: Casio Bought/last 12 months
MAPWAT011: Watches - Brands: Citizen Bought/last 12 months
MAPWAT012: Watches - Brands: Fossil Bought/last 12 months
MAPWAT013: Watches - Brands: Gucci Bought/last 12 months
MAPWAT014: Watches - Brands: Guess Bought/last 12 months
MAPWAT015: Watches - Brands: Movado Bought/last 12 months
MAPWAT016: Watches - Brands: Omega Bought/last 12 months
MAPWAT017: Watches - Brands: Rolex Bought/last 12 months
MAPWAT018: Watches - Brands: Seiko Bought/last 12 months
MAPWAT019: Watches - Brands: Swatch Bought/last 12 months
MAPWAT020: Watches - Brands: Tag Heuer Bought/last 12 months
MAPWAT021: Watches - Brands: Timex Bought/last 12 months
MAPWAT022: Watches - Brands: Victorinox Swiss Army Bought/last 12 months
MAPWAT023: Watches - Brands: Other Bought/last 12 months
MAPWAT024: Watches - Brands: Any watch Bought/last 12 months
MAPWAT005: Apparel/Accessories: Watches - Purchased For: Yourself
MAPWAT031: Apparel/Accessories: Watches - Purchased For: Gift for a man
MAPWAT032: Apparel/Accessories: Watches - Purchased For: Gift for a woman
MAPWAT028: Apparel/Accessories: Watches - Purchased For: Any Gift

Appliances

Cooking and Serving

MHOME228: Kitchen Cooking And Serving Products: Aluminum cookware Bought in last 12 months
MHOME252: Kitchen Cooking And Serving Products: Other metal cookware Bought in last 12 months
MHOME253: Kitchen Cooking And Serving Products: Barbecue equipment Bought in last 12 months

MHOME254: Kitchen Cooking And Serving Products: Canning jars & lids Bought in last 12 months
MHOME255: Kitchen Cooking And Serving Products: Ceramic coated cookware Bought in last 12 months
MHOME256: Kitchen Cooking And Serving Products: Cutlery (kitchen knives) Bought in last 12 months
MHOME257: Kitchen Cooking And Serving Products: Insulated coffee carafe/server Bought in last 12 months
MHOME258: Kitchen Cooking And Serving Products: Wok (non-electric) Bought in last 12 months
MHOME236: Kitchen Cooking And Serving Products: Glass storage containers Bought in last 12 months
MHOME259: Kitchen Cooking And Serving Products: Plastic storage containers Bought in last 12 months
MHOME238: Kitchen Cooking And Serving Products: Glass ovenware/bakeware Bought in last 12 months
MHOME239: Kitchen Cooking And Serving Products: Non-stick metal bakeware/ovenware Bought in last 12 months
MHOME260: Kitchen Cooking And Serving Products: Glass rangetop cookware Bought in last 12 months
MHOME241: Kitchen Cooking And Serving Products: Microwave cookware glass/ceramic Bought in last 12 months
MHOME242: Kitchen Cooking And Serving Products: Microwave cookware plastic Bought in last 12 months
MHOME243: Kitchen Cooking And Serving Products: Microwave cookware paper/disposable Bought in last 12 months
MHOME245: Kitchen Cooking And Serving Products: Any Bought in last 12 months
MHOME261: Home: Kitchen Cooking And Serving Products - Decision Maker: Yourself (alone or with someone else)
MHOME262: Home: Kitchen Cooking And Serving Products - Decision Maker: Someone else
MHOME263: Large Kitchen & Cooking Appliances: Dishwasher - built-in Bought in last 12 months
MHOME264: Large Kitchen & Cooking Appliances: Dishwasher - portable Bought in last 12 months
MHOME265: Large Kitchen & Cooking Appliances: Built-in range oven - electric Bought in last 12 months
MHOME266: Large Kitchen & Cooking Appliances: Built-in range oven - gas Bought in last 12 months
MHOME267: Large Kitchen & Cooking Appliances: Electric stove/range Bought in last 12 months
MHOME268: Large Kitchen & Cooking Appliances: Gas stove/range Bought in last 12 months
MHOME269: Large Kitchen & Cooking Appliances: Induction range/oven Bought in last 12 months
MHOME270: Large Kitchen & Cooking Appliances: Continuous cleaning oven Bought in last 12 months
MHOME271: Large Kitchen & Cooking Appliances: Convection oven Bought in last 12 months
MHOME272: Large Kitchen & Cooking Appliances: Cook top Bought in last 12 months
MHOME273: Large Kitchen & Cooking Appliances: Microwave oven Bought in last 12 months
MHOME274: Large Kitchen & Cooking Appliances: Combination range/microwave Bought in last 12 months
MHOME275: Large Kitchen & Cooking Appliances: Rangehood Bought in last 12 months
MHOME276: Large Kitchen & Cooking Appliances: Refrigerator Bought in last 12 months
MHOME277: Large Kitchen & Cooking Appliances: Separate freezer Bought in last 12 months
MHOME278: Large Kitchen & Cooking Appliances: Charcoal grill Bought in last 12 months
MHOME279: Large Kitchen & Cooking Appliances: Electric grill - outdoor Bought in last 12 months
MHOME280: Large Kitchen & Cooking Appliances: Gas grill Bought in last 12 months
MHOME281: Large Kitchen & Cooking Appliances: Smoker Bought in last 12 months
MHOME282: Large Kitchen & Cooking Appliances: Trash compactor Bought in last 12 months
MHOME283: Large Kitchen & Cooking Appliances: Garbage disposal Bought in last 12 months
MHOME284: Large Kitchen & Cooking Appliances: Any Bought in last 12 months
MHOME285: Home: Large Kitchen & Cooking Appliances - Decision Maker: Yourself (alone or with someone else)
MHOME286: Home: Large Kitchen & Cooking Appliances - Decision Maker: Someone else
MHOME287: Home: Large Kitchen & Cooking Appliances - Rented Any: Yes
MHOME318: Small Kitchen Appliances: Bread making machine Bought in last 12 months
MHOME319: Small Kitchen Appliances: Coffee maker - automatic drip Bought in last 12 months
MHOME320: Small Kitchen Appliances: Coffee maker - electric perk Bought in last 12 months

MHOME321: Small Kitchen Appliances: Coffee maker - single cup/pod brewing system Bought in last 12 months
MHOME322: Small Kitchen Appliances: Coffee maker - other electric Bought in last 12 months
MHOME323: Small Kitchen Appliances: Coffee maker - French press Bought in last 12 months
MHOME324: Small Kitchen Appliances: Espresso/Cappuccino Maker Bought in last 12 months
MHOME325: Small Kitchen Appliances: Deep fryer Bought in last 12 months
MHOME326: Small Kitchen Appliances: Electric blender Bought in last 12 months
MHOME327: Small Kitchen Appliances: Electric can opener Bought in last 12 months
MHOME328: Small Kitchen Appliances: Electric coffee grinder Bought in last 12 months
MHOME329: Small Kitchen Appliances: Electric food processor Bought in last 12 months
MHOME330: Small Kitchen Appliances: Electric fry pan Bought in last 12 months
MHOME331: Small Kitchen Appliances: Electric grill - Indoor Bought in last 12 months
MHOME332: Small Kitchen Appliances: Electric juicer Bought in last 12 months
MHOME333: Small Kitchen Appliances: Electric knife Bought in last 12 months
MHOME334: Small Kitchen Appliances: Electric mixer - hand held Bought in last 12 months
MHOME335: Small Kitchen Appliances: Electric mixer - stationary Bought in last 12 months
MHOME336: Small Kitchen Appliances: Electric popcorn maker Bought in last 12 months
MHOME337: Small Kitchen Appliances: Electric pressure cooker (e.g. Instant Pot) Bought in last 12 months
MHOME338: Small Kitchen Appliances: Electric slow cooker Bought in last 12 months
MHOME339: Small Kitchen Appliances: Electric steam cooker Bought in last 12 months
MHOME340: Small Kitchen Appliances: Electric wok Bought in last 12 months
MHOME341: Small Kitchen Appliances: Ice cream machine Bought in last 12 months
MHOME342: Small Kitchen Appliances: Pasta machine Bought in last 12 months
MHOME343: Small Kitchen Appliances: Pressure cooker (non-electric/stove top) Bought in last 12 months
MHOME344: Small Kitchen Appliances: Toaster Bought in last 12 months
MHOME345: Small Kitchen Appliances: Toaster oven Bought in last 12 months
MHOME346: Small Kitchen Appliances: Vacuum sealer Bought in last 12 months
MHOME347: Small Kitchen Appliances: Any Bought in last 12 months
MHOME348: Home: Small Kitchen Appliances - Decision Maker: Yourself (alone or with someone else)
MHOME349: Home: Small Kitchen Appliances - Decision Maker: Someone else
MHOME350: Table Settings: Cloth tablecloth/napkins Personally own
MHOME351: Table Settings: Cloth tablecloth/napkins Personally bought in last 12 months
MHOME352: Table Settings: Cloth tablecloth/napkins Personally bought as gift in last 12 months
MHOME353: Table Settings: Fine china dinnerware Personally own
MHOME354: Table Settings: Fine china dinnerware Personally bought in last 12 months
MHOME355: Table Settings: Fine china dinnerware Personally bought as gift in last 12 months
MHOME356: Table Settings: Glassware Personally own
MHOME357: Table Settings: Glassware Personally bought in last 12 months
MHOME358: Table Settings: Glassware Personally bought as gift in last 12 months
MHOME359: Table Settings: Fine china serving pieces Personally own
MHOME360: Table Settings: Fine china serving pieces Personally bought in last 12 months
MHOME361: Table Settings: Fine china serving pieces Personally bought as gift in last 12 months
MHOME362: Table Settings: Fine crystal barware Personally own
MHOME363: Table Settings: Fine crystal barware Personally bought in last 12 months
MHOME364: Table Settings: Fine crystal barware Personally bought as gift in last 12 months
MHOME365: Table Settings: Lead crystal hollowware Personally own
MHOME366: Table Settings: Lead crystal hollowware Personally bought in last 12 months
MHOME367: Table Settings: Lead crystal hollowware Personally bought as gift in last 12 months
MHOME368: Table Settings: Lead crystal stemware Personally own
MHOME369: Table Settings: Lead crystal stemware Personally bought in last 12 months
MHOME370: Table Settings: Lead crystal stemware Personally bought as gift in last 12 months
MHOME371: Table Settings: Silverplated flatware Personally own
MHOME372: Table Settings: Silverplated flatware Personally bought in last 12 months
MHOME373: Table Settings: Silverplated flatware Personally bought as gift in last 12 months
MHOME374: Table Settings: Stainless flatware Personally own
MHOME375: Table Settings: Stainless flatware Personally bought in last 12 months
MHOME376: Table Settings: Stainless flatware Personally bought as gift in last 12 months
MHOME377: Table Settings: Sterling silver flatware Personally own
MHOME378: Table Settings: Sterling silver flatware Personally bought in last 12 months
MHOME379: Table Settings: Sterling silver flatware Personally bought as gift in last 12 months
MHOME380: Table Settings: Stoneware Personally own
MHOME381: Table Settings: Stoneware Personally bought in last 12 months

MHOME382: Table Settings: Stoneware Personally bought as gift in last 12 months
MHOME383: Table Settings: Placemats Personally own
MHOME384: Table Settings: Placemats Personally bought in last 12 months
MHOME385: Table Settings: Placemats Personally bought as gift in last 12 months
MHOME386: Table Settings: Other dinnerware Personally own
MHOME387: Table Settings: Other dinnerware Personally bought in last 12 months
MHOME388: Table Settings: Other dinnerware Personally bought as gift in last 12 months
MHOME389: Table Settings: Any table setting Personally own
MHOME390: Table Settings: Any table setting Personally bought in last 12 months
MHOME391: Table Settings: Any table setting Personally bought as gift in last 12 months
MHOME392: Home: Table Settings - Amount Spent In Total: Less than \$15
MHOME393: Home: Table Settings - Amount Spent In Total: \$ 15 - \$ 25
MHOME394: Home: Table Settings - Amount Spent In Total: \$ 26 - \$ 50
MHOME395: Home: Table Settings - Amount Spent In Total: \$ 51 - \$100
MHOME396: Home: Table Settings - Amount Spent In Total: \$101 - \$175
MHOME397: Home: Table Settings - Amount Spent In Total: \$176 - \$300
MHOME398: Home: Table Settings - Amount Spent In Total: More than \$300

Durables

MHOME134: Household Appliances & Durables: Air purifier Bought in last 12 months
MHOME135: Household Appliances & Durables: Broom Bought in last 12 months
MHOME251: Household Appliances & Durables: Burglar alarm/Home Security System (Standard/Wired) Bought in last 12 months
MHOME247: Household Appliances & Durables: Burglar alarm/Home Security System (Smart/Wi-Fi) Bought in last 12 months
MHOME137: Household Appliances & Durables: Carpet steam cleaner Bought in last 12 months
MHOME138: Household Appliances & Durables: Clothes dryer - electric Bought in last 12 months
MHOME139: Household Appliances & Durables: Clothes dryer - gas Bought in last 12 months
MHOME140: Household Appliances & Durables: Garage door opener Bought in last 12 months
MHOME248: Household Appliances & Durables: Garment steamer Bought in last 12 months
MHOME141: Household Appliances & Durables: Generator (portable) Bought in last 12 months
MHOME142: Household Appliances & Durables: Home fire extinguisher Bought in last 12 months
MHOME143: Household Appliances & Durables: Hot tub/Whirlpool spa Bought in last 12 months
MHOME144: Household Appliances & Durables: Hot water heater Bought in last 12 months
MHOME145: Household Appliances & Durables: Iron Bought in last 12 months
MHOME146: Household Appliances & Durables: Locks or lock sets Bought in last 12 months
MHOME147: Household Appliances & Durables: Mop Bought in last 12 months
MHOME148: Household Appliances & Durables: Rechargeable flashlight Bought in last 12 months
MHOME149: Household Appliances & Durables: Other battery flashlight Bought in last 12 months
MHOME150: Household Appliances & Durables: Sewing machine Bought in last 12 months
MHOME151: Household Appliances & Durables: Smoke/fire detector Bought in last 12 months
MHOME152: Household Appliances & Durables: Vacuum cleaner - canister Bought in last 12 months
MHOME153: Household Appliances & Durables: Vacuum cleaner - hand held Bought in last 12 months
MHOME154: Household Appliances & Durables: Vacuum cleaner - upright Bought in last 12 months
MHOME155: Household Appliances & Durables: Washing machine - high efficiency Bought in last 12 months
MHOME156: Household Appliances & Durables: Washing machine - standard Bought in last 12 months
MHOME157: Household Appliances & Durables: Washer/dryer - stacked Bought in last 12 months
MHOME158: Household Appliances & Durables: Water softener Bought in last 12 months
MHOME159: Household Appliances & Durables: Any Bought in last 12 months
MHOME160: Home: Household Appliances & Durables - Decision Maker: Yourself (alone or with someone else)
MHOME161: Home: Household Appliances & Durables - Decision Maker: Someone else

Automotive

Auto Clubs and Car Rental

MAUTMSC001: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of AAA
MAUTMSC002: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of AARP Roadside Assistance
MAUTMSC003: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of Allstate Motor Club
MAUTMSC004: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of Other Insurance Company Roadside Assist**
MAUTMSC005: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of Car Dealer/Manufacturer/Dealer Warranty
MAUTMSC006: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Member of Other
MAUTMSC007: Automotive Miscellaneous: Auto Clubs/Roadside Assistance - Member Of: Belong to any auto club/roadside assistance program
MAUTMSC008: Car Rental - Business Use: Total Users: Rented/Last 12 Months: Total Category
MAUTMSC009: Car Rental - Personal Use: Total Users: Rented/Last 12 Months: Total Category

Brands

MAUTO071: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Buick
MAUTO072: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Cadillac
MAUTO073: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Chevrolet
MAUTO074: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Chrysler
MAUTO075: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Dodge
MAUTO076: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Eagle
MAUTO077: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ford
MAUTO078: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Geo
MAUTO079: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: GMC
MAUTO080: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Hummer
MAUTO081: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Jeep
MAUTO082: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lincoln
MAUTO083: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mercury
MAUTO084: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Oldsmobile
MAUTO085: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Plymouth
MAUTO086: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Pontiac
MAUTO214: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ram
MAUTO087: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Saturn
MAUTO088: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Tesla
MAUTO089: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Acura
MAUTO090: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Alfa Romeo
MAUTO092: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Audi
MAUTO093: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Bentley
MAUTO094: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: BMW
MAUTO095: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Daewoo
MAUTO096: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ferrari
MAUTO097: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Fiat
MAUTO215: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Genesis
MAUTO098: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Honda
MAUTO099: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Hyundai
MAUTO100: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Infiniti
MAUTO101: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Isuzu

MAUTO102: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Jaguar
MAUTO103: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Kia
MAUTO104: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Land Rover
MAUTO105: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lexus
MAUTO106: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lotus
MAUTO107: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Maserati
MAUTO108: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mazda
MAUTO109: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mercedes
MAUTO110: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: MG
MAUTO111: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mitsubishi
MAUTO112: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Nissan
MAUTO113: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Porsche
MAUTO114: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Rolls Royce
MAUTO115: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: SAAB
MAUTO116: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Scion
MAUTO117: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Smart
MAUTO118: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Subaru
MAUTO119: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Suzuki
MAUTO120: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Toyota
MAUTO121: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Triumph
MAUTO122: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Volkswagen
MAUTO123: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Volvo

Driving Habits

MAUTMSC010: Automotive Miscellaneous: Driving: Have valid drivers license
MAUTMSC011: Automotive Miscellaneous: Driving - Currently Drive: Automobile
MAUTMSC012: Automotive Miscellaneous: Driving - Currently Drive: Motorcycle
MAUTMSC013: Automotive Miscellaneous: Driving - Currently Drive: Van
MAUTMSC014: Automotive Miscellaneous: Driving - Currently Drive: Minivan
MAUTMSC015: Automotive Miscellaneous: Driving - Currently Drive: Compact pick-up
MAUTMSC016: Automotive Miscellaneous: Driving - Currently Drive: Regular pick-up
MAUTMSC017: Automotive Miscellaneous: Driving - Currently Drive: Heavy duty truck
MAUTMSC018: Automotive Miscellaneous: Driving - Currently Drive: Recreation vehicle
MAUTMSC019: Automotive Miscellaneous: Driving - Currently Drive: Sport/utility vehicle
MAUTMSC020: Automotive Miscellaneous: Driving - Currently Drive: Other truck
MAUTMSC021: Automotive Miscellaneous: Driving - Currently Drive: Other vehicle
MAUTMSC022: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: None
MAUTMSC023: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 1 - 999
MAUTMSC024: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 1000 - 2999
MAUTMSC025: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 3000 - 4999
MAUTMSC026: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 5000 - 7999
MAUTMSC027: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 8000 - 9999
MAUTMSC028: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 10000 - 14999
MAUTMSC029: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 15000 - 19999
MAUTMSC030: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 20000 - 29999
MAUTMSC031: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 30000 - 39999
MAUTMSC032: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 40000 - 49999
MAUTMSC033: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 50000+
MAUTMSC034: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Commute to work

MAUTMSC035: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Other driving for work
MAUTMSC036: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Leisure
MAUTMSC037: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Errands
MAUTMSC038: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Transport others
MAUTMSC039: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Other
MAUTMSC040: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: Under 10 miles
MAUTMSC041: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: Under 10 miles
MAUTMSC042: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 10 - 20
MAUTMSC043: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 10 - 20
MAUTMSC044: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 21 - 35
MAUTMSC045: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 21 - 35
MAUTMSC046: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 36 - 50
MAUTMSC047: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 36 - 50
MAUTMSC048: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 51 - 100
MAUTMSC049: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 51 - 100
MAUTMSC050: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 101 - 150
MAUTMSC051: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 101 - 150
MAUTMSC052: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 151 - 250
MAUTMSC053: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 151 - 250
MAUTMSC054: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 250+
MAUTMSC055: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 250+
MAUTMSC056: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: None
MAUTMSC057: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: None
MAUTMSC058: Automotive Miscellaneous: Professional Moving Van: Used a professional moving van line
MAUTMSC059: Automotive Miscellaneous: Traffic Reports: Regularly
MAUTMSC060: Automotive Miscellaneous: Traffic Reports: Occasionally
MAUTMSC063: Your Transportation: Bicycle Average Weekday
MAUTMSC064: Your Transportation: Bicycle Average Weekend
MAUTMSC065: Your Transportation: Driving (not in a carpool) Average Weekday
MAUTMSC066: Your Transportation: Driving (not in a carpool) Average Weekend
MAUTMSC067: Your Transportation: Driving in a carpool Average Weekday
MAUTMSC068: Your Transportation: Driving in a carpool Average Weekend
MAUTMSC069: Your Transportation: Motorcycle Average Weekday
MAUTMSC070: Your Transportation: Motorcycle Average Weekend
MAUTMSC071: Your Transportation: Taxi Average Weekday
MAUTMSC072: Your Transportation: Taxi Average Weekend
MAUTMSC083: Your Transportation: Lyft Average Weekday
MAUTMSC084: Your Transportation: Lyft Average Weekend
MAUTMSC085: Your Transportation: Uber Average Weekday
MAUTMSC086: Your Transportation: Uber Average Weekend
MAUTMSC087: Your Transportation: Other Mobile app-based Car service/Rideshare Average Weekday
MAUTMSC088: Your Transportation: Other Mobile app-based Car service/Rideshare Average Weekend
MAUTMSC073: Your Transportation: Bus Average Weekday
MAUTMSC074: Your Transportation: Bus Average Weekend
MAUTMSC075: Your Transportation: Subway/Metro Average Weekday
MAUTMSC076: Your Transportation: Subway/Metro Average Weekend
MAUTMSC077: Your Transportation: Train Average Weekday
MAUTMSC078: Your Transportation: Train Average Weekend
MAUTMSC079: Your Transportation: Other Average Weekday
MAUTMSC080: Your Transportation: Other Average Weekend

Vehicle Features and Purchase Types

MAUTO002: Autos And Other Vehicles - Accessories: Any currently owned/leased: Air bags - side impact
MAUTO003: Autos And Other Vehicles - Accessories: Any currently owned/leased: Anti-Lock braking system (ABS)
MAUTO004: Autos And Other Vehicles - Accessories: Any currently owned/leased: Bluetooth/Hands-free phone capability
MAUTO005: Autos And Other Vehicles - Accessories: Any currently owned/leased: Custom (aluminum) wheels
MAUTO006: Autos And Other Vehicles - Accessories: Any currently owned/leased: Four wheel drive/All wheel drive
MAUTO007: Autos And Other Vehicles - Accessories: Any currently owned/leased: Front Dual Automatic Climate Control
MAUTO008: Autos And Other Vehicles - Accessories: Any currently owned/leased: GPS/Navigation system (Built-in not portable)
MAUTO0210: Autos And Other Vehicles - Accessories: Any currently owned/leased: Hands-Free Trunk Opener (Motion Detecting)
MAUTO009: Autos And Other Vehicles - Accessories: Any currently owned/leased: Heated/Cooled Seats
MAUTO0211: Autos And Other Vehicles - Accessories: Any currently owned/leased: Lane Departure alert
MAUTO010: Autos And Other Vehicles - Accessories: Any currently owned/leased: OnStar Tele Aid or other Vehicle Monitoring System
MAUTO011: Autos And Other Vehicles - Accessories: Any currently owned/leased: Radar Detector
MAUTO012: Autos And Other Vehicles - Accessories: Any currently owned/leased: Security/Burglar alarm
MAUTO013: Autos And Other Vehicles - Accessories: Any currently owned/leased: Sunroof/moonroof
MAUTO014: Autos And Other Vehicles - Accessories: Any currently owned/leased: Turbo charger
MAUTO015: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$50000+
MAUTO016: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$40000 - \$49999
MAUTO017: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$30000 - \$39999
MAUTO018: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$20000 - \$29999
MAUTO019: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$15000 - \$19999
MAUTO020: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$10000 - \$14999
MAUTO021: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: Under \$10000
MAUTO022: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: App/Internet connectivity
MAUTO0212: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Infotainment system (touchscreen)
MAUTO023: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Custom speakers
MAUTO024: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: DVD player
MAUTO025: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: MP3 player connection
MAUTO026: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Satellite Radio
MAUTO0213: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: WiFi Hotspot
MAUTO027: Autos And Other Vehicles - Bought Or Leased: Any currently owned/leased: Bought
MAUTO091: Autos And Other Vehicles - Bought Or Leased: Any currently owned/leased: Leased
MAUTO030: Autos And Other Vehicles - Bought Or Leased To Replace Vehicle: Any currently owned/leased: Bought or leased to replace vehicle
MAUTO031: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: Bank
MAUTO032: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: An auto manufacturer
MAUTO033: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: Other
MAUTO034: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Yourself
MAUTO035: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Yourself and someone else
MAUTO036: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Someone else

MAUTO037: Automotive: Autos And Other Vehicles - Decision Maker Summary: 1 vehicle
MAUTO038: Automotive: Autos And Other Vehicles - Decision Maker Summary: 2 vehicles
MAUTO039: Automotive: Autos And Other Vehicles - Decision Maker Summary: 3 vehicles
MAUTO040: Automotive: Autos And Other Vehicles - Decision Maker Summary: 4+ vehicles
MAUTO041: Autos And Other Vehicles - How Bought: Any currently owned/leased: With cash
MAUTO042: Autos And Other Vehicles - How Bought: Any currently owned/leased: With trade-in
MAUTO043: Autos And Other Vehicles - How Bought: Any currently owned/leased: With financing from a dealer
MAUTO044: Autos And Other Vehicles - How Bought: Any currently owned/leased: With a bank loan
MAUTO045: Autos And Other Vehicles - How Bought: Any currently owned/leased: With a credit union loan
MAUTO046: Autos And Other Vehicles - How Bought: Any currently owned/leased: With financing from the auto manufacturer
MAUTO047: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: Latest model
MAUTO048: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 2nd latest model
MAUTO049: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 3rd latest model
MAUTO050: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 4th latest model
MAUTO051: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 5th latest model
MAUTO052: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 6th latest model
MAUTO053: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 7th latest model
MAUTO054: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 8th latest model
MAUTO055: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 9th latest model
MAUTO056: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 10th latest model
MAUTO057: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 11th latest model
MAUTO058: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: Oldest model
MAUTO059: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 24 months or less
MAUTO060: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 36 months
MAUTO061: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 48 months
MAUTO062: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 60 months or longer
MAUTO063: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Alignment service/repair
MAUTO064: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Brake lining or pad replacement
MAUTO065: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Major engine repair
MAUTO066: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Minor engine repair
MAUTO067: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Paint job
MAUTO068: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Tune-up
MAUTO069: Autos And Other Vehicles - Maintenance: Primarily Responsible: Any currently owned/leased: Yourself (alone or with someone)
MAUTO070: Autos And Other Vehicles - Maintenance: Primarily Responsible: Any currently owned/leased: Someone else

Types of Vehicles

MAUTO157: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Subcompact car
MAUTO158: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact car
MAUTO159: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Intermediate car

MAUTO160: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Standard car
MAUTO161: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Luxury car
MAUTO162: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Mid-Size Sport/Utility
MAUTO163: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact Pickup
MAUTO164: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Full Size Pickup
MAUTO165: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Minivan
MAUTO166: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Van
MAUTO167: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact Sport/Utility
MAUTO168: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Full Size Sport/Utility
MAUTO169: Autos And Other Vehicles - Summary: Any currently owned/leased: Any domestic
MAUTO170: Autos And Other Vehicles - Summary: Any currently owned/leased: Any imported
MAUTO171: Autos And Other Vehicles - Summary: Any currently owned/leased: Domestic bought/leased new
MAUTO172: Autos And Other Vehicles - Summary: Any currently owned/leased: Imported bought/leased new
MAUTO173: Autos And Other Vehicles - Summary: Any currently owned/leased: New bought/leased in last 12 months
MAUTO174: Autos And Other Vehicles - Summary: Any currently owned/leased: Used bought/leased in last 12 months
MAUTO175: Autos And Other Vehicles - Summary: Any currently owned/leased: Decision-maker for new
MAUTO176: Autos And Other Vehicles - Summary: Any currently owned/leased: New domestic bought/leased in last 12 months
MAUTO177: Autos And Other Vehicles - Summary: Any currently owned/leased: Used domestic bought/leased in last 12 months
MAUTO178: Autos And Other Vehicles - Summary: Any currently owned/leased: New imported bought/leased in last 12 months
MAUTO179: Autos And Other Vehicles - Summary: Any currently owned/leased: Used imported bought/leased in last 12 months
MAUTO180: Autos And Other Vehicles - Transmission: Any currently owned/leased: Automatic
MAUTO181: Autos And Other Vehicles - Transmission: Any currently owned/leased: Manual
MAUTO182: Autos And Other Vehicles - Type: Any currently owned/leased: Convertible
MAUTO183: Autos And Other Vehicles - Type: Any currently owned/leased: Coupe/Sports Coupe/2 Door
MAUTO184: Autos And Other Vehicles - Type: Any currently owned/leased: Sedan/Hard Top/4 Door
MAUTO185: Autos And Other Vehicles - Type: Any currently owned/leased: Sedan/Hard Top/2 Door
MAUTO186: Autos And Other Vehicles - Type: Any currently owned/leased: 5 door Hatchback/Station Wagon
MAUTO187: Autos And Other Vehicles - Type: Any currently owned/leased: 3 Door Hatchback
MAUTO188: Autos And Other Vehicles - Type: Any currently owned/leased: Van/Minivan
MAUTO189: Autos And Other Vehicles - Type: Any currently owned/leased: Sport Utility Vehicle (SUV)
MAUTO220: Autos And Other Vehicles - Type: Any currently owned/leased: Crossover Utility Vehicle (CUV)
MAUTO190: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (2 or 4 door)
MAUTO191: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (2 door)
MAUTO192: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (4 door)
MAUTO193: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 4 cylinder
MAUTO194: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 5 cylinder
MAUTO195: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 6 cylinder
MAUTO196: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: V-6
MAUTO197: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: V-8
MAUTO198: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: Other
MAUTO124: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Gasoline only (non-diesel)
MAUTO200: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Diesel Gasoline only

MAUTO201: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Hybrid (combination gas and electricity)
MAUTO199: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Electricity only
MAUTO202: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Other (e.g. Ethanol (E85) Hydrogen etc.)
MAUTO203: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: Standard with vehicle
MAUTO204: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: Upgraded with vehicle
MAUTO205: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: An aftermarket purchase
MAUTO206: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: In last 12 months
MAUTO207: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 1-2 years ago
MAUTO208: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 3-4 years ago
MAUTO209: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 5+ years ago

Vehicle Year and Usage

MAUTO216: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2019
MAUTO217: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2018
MAUTO218: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2017
MAUTO125: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2016
MAUTO126: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2015
MAUTO127: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2014
MAUTO128: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2013
MAUTO129: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2012
MAUTO130: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2011
MAUTO131: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2010
MAUTO219: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2009 or earlier
MAUTO136: Autos And Other Vehicles - New/Used: Any currently owned/leased: New
MAUTO137: Autos And Other Vehicles - New/Used: Any currently owned/leased: Used (Certified Pre-Owned)
MAUTO138: Autos And Other Vehicles - New/Used: Any currently owned/leased: Used (Other)
MAUTO139: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 1
MAUTO140: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 2
MAUTO141: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 3
MAUTO142: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 4
MAUTO143: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 5+
MAUTO144: Automotive: Autos And Other Vehicles - Number Owned Or Leased: Any
MAUTO145: Autos And Other Vehicles - Principal Driver: Any currently owned/leased: Yourself (alone or with someone else)
MAUTO146: Autos And Other Vehicles - Principal Driver: Any currently owned/leased: Someone else
MAUTO147: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Hauling - personal
MAUTO148: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Hauling - business
MAUTO149: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Local transportation
MAUTO150: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Recreation
MAUTO151: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Car dealer
MAUTO152: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Gas station/garage
MAUTO153: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Auto repair chain store
MAUTO154: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Discount dept. store
MAUTO155: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Yourself
MAUTO156: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Yourself/someone else

Auto Aftermarket

MAUTAFT001: Air Filters: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT002: Anti-Freeze/Coolant: Total Users: Bought in Last 12 Months: Total Category

MAUTAFT003: Automotive Aftermarket: Brakes - Company: Firestone
MAUTAFT004: Automotive Aftermarket: Brakes - Company: Meineke
MAUTAFT005: Automotive Aftermarket: Brakes - Company: Midas
MAUTAFT006: Automotive Aftermarket: Brakes - Company: Monro Muffler/Brake
MAUTAFT007: Automotive Aftermarket: Brakes - Company: Sears
MAUTAFT008: Automotive Aftermarket: Brakes - Company: Other
MAUTAFT009: Automotive Aftermarket: Brakes - Serviced: Yes
MAUTAFT010: Car Cleaner Wash/Wipes: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT011: Car Wax & Polish: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT012: Automotive Aftermarket: Car/Other Vehicle Batteries: Bought
MAUTAFT013: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: AAA
MAUTAFT014: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: ACDelco
MAUTAFT015: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: AutoCraft (Advance Auto Parts)
MAUTAFT016: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Carquest
MAUTAFT016: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: DieHard (Sears)
MAUTAFT017: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Duralast
MAUTAFT018: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: EverStart (Walmart)
MAUTAFT019: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Exide
MAUTAFT020: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Interstate
MAUTAFT021: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Motorcraft
MAUTAFT022: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: NAPA
MAUTAFT023: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Optima
MAUTAFT024: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Other
MAUTAFT025: Automotive Aftermarket: Car/Other Vehicle Batteries - Decision Maker: Yourself (alone or with someone else)
MAUTAFT026: Automotive Aftermarket: Car/Other Vehicle Batteries - Decision Maker: Someone else
MAUTAFT027: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Yourself
MAUTAFT028: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Another household member
MAUTAFT029: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Service centers or dealers etc.
MAUTAFT030: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Mobile Battery Service/Tow Truck
MAUTAFT031: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Other
MAUTAFT032: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Advance Auto Parts Store
MAUTAFT033: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: AutoZone
MAUTAFT034: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Carquest
MAUTAFT034: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: NAPA
MAUTAFT035: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: OReilly Auto Parts
MAUTAFT036: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Pep Boys
MAUTAFT037: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Sears
MAUTAFT038: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Walmart
MAUTAFT039: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Other auto parts store
MAUTAFT040: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Car dealer
MAUTAFT041: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Gas station/garage
MAUTAFT042: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Tire Dealer/Store
MAUTAFT043: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Mobile Battery Service/Tow Truck
MAUTAFT044: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Other discount/department store
MAUTAFT045: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Warehouse/Club Store
MAUTAFT046: Gasoline: Total Users: Bought in Last 6 Months: Total Category
MAUTAFT047: Gasoline Additives: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT048: Leather And Vinyl Protectants: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT049: Motor Oil: Total Users: Bought/Changed in Last 12 Months: Total Category
MAUTAFT050: Motor Oil Additives: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT051: Automotive Aftermarket: Mufflers: Bought
MAUTAFT052: Automotive Aftermarket: Mufflers - Brands: Flowmaster
MAUTAFT053: Automotive Aftermarket: Mufflers - Brands: MagnaFlow

MAUTAFT054: Automotive Aftermarket: Mufflers - Brands: Meineke
MAUTAFT055: Automotive Aftermarket: Mufflers - Brands: Midas
MAUTAFT056: Automotive Aftermarket: Mufflers - Brands: NAPA
MAUTAFT057: Automotive Aftermarket: Mufflers - Brands: Other
MAUTAFT058: Automotive Aftermarket: Mufflers - Decision Maker: Yourself (alone or with someone else)
MAUTAFT059: Automotive Aftermarket: Mufflers - Decision Maker: Someone else
MAUTAFT060: Automotive Aftermarket: Mufflers - Installed By: Yourself
MAUTAFT061: Automotive Aftermarket: Mufflers - Installed By: Another household member
MAUTAFT062: Automotive Aftermarket: Mufflers - Installed By: Service center or dealer
MAUTAFT063: Automotive Aftermarket: Mufflers - Installed By: Auto repair chain store
MAUTAFT064: Automotive Aftermarket: Mufflers - Installed By: Other
MAUTAFT065: Automotive Aftermarket: Mufflers - Where Bought: Meineke
MAUTAFT066: Automotive Aftermarket: Mufflers - Where Bought: Midas
MAUTAFT067: Automotive Aftermarket: Mufflers - Where Bought: Pep Boys
MAUTAFT068: Automotive Aftermarket: Mufflers - Where Bought: Auto parts store
MAUTAFT069: Automotive Aftermarket: Mufflers - Where Bought: Car dealer
MAUTAFT070: Automotive Aftermarket: Mufflers - Where Bought: Gas station/garage
MAUTAFT071: Automotive Aftermarket: Mufflers - Where Bought: Specialty muffler shop
MAUTAFT072: Automotive Aftermarket: Mufflers - Where Bought: Other
MAUTAFT073: Oil Filters: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT074: Shock Absorbers/Struts: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT075: Spark Plugs: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT076: Tire Care: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT077: Tires: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT078: Automotive Aftermarket: Transmission Service: Serviced in last 12 months
MAUTAFT079: Automotive Aftermarket: Transmission Service - Company: Aamco
MAUTAFT080: Automotive Aftermarket: Transmission Service - Company: Cottman
MAUTAFT081: Automotive Aftermarket: Transmission Service - Company: Other
MAUTAFT082: Windshield Wipers: Total Users: Bought in Last 12 Months: Total Category

MALCOH029: Alcoholic Beverages - Where Bought: Liquor Wholesale Membership Club
MALCOH030: Alcoholic Beverages - Where Bought: Liquor Online
MALCOH031: Alcoholic Beverages - Where Bought: Liquor Other
MALCOH072: Alcoholic Beverages: Where Consumed: Restaurant Beer
MALCOH073: Alcoholic Beverages: Where Consumed: Restaurant Wine
MALCOH074: Alcoholic Beverages: Where Consumed: Restaurant Liquor
MALCOH075: Alcoholic Beverages: Where Consumed: Bar/Club Beer
MALCOH076: Alcoholic Beverages: Where Consumed: Your Home Wine
MALCOH077: Alcoholic Beverages: Where Consumed: Bar/Club Liquor
MALCOH078: Alcoholic Beverages: Where Consumed: Your Home Beer
MALCOH079: Alcoholic Beverages: Where Consumed: Your Home Wine
MALCOH080: Alcoholic Beverages: Where Consumed: Your Home Liquor
MALCOH081: Alcoholic Beverages: Where Consumed: Someone Elses Home Beer
MALCOH082: Alcoholic Beverages: Where Consumed: Someone Elses Home Wine
MALCOH083: Alcoholic Beverages: Where Consumed: Someone Elses Home Liquor
MALCOH084: Alcoholic Beverages: Where Consumed: Other Beer
MALCOH085: Alcoholic Beverages: Where Consumed: Other Wine
MALCOH086: Alcoholic Beverages: Where Consumed: Other Liquor
MALCOH032: Artificial & Lo-Cal Sweeteners: Total Users: Used in last 6 months: Total Category
MALCOH033: Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category
MALCOH034: Bourbon: Total Users: Drank in Last 6 Months: Total Category
MALCOH035: Brandy: Total Users: Drank in Last 6 Months: Total Category
MALCOH036: Canadian Whisky: Total Users: Drank in Last 6 Months: Total Category
MALCOH037: Champagne & Sparkling Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH038: Cognac: Total Users: Drank in Last 6 Months: Total Category
MALCOH039: Cordials & Liqueurs: Total Users: Drank in Last 6 Months: Total Category
MALCOH040: Diet Cola Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH041: Domestic Dinner/Table Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH043: Flavored Alcoholic Beverages/Coolers: Total Users: Drank in Last 6 Months: Total Category
MALCOH044: Gin: Total Users: Drank in Last 6 Months: Total Category
MALCOH045: Hard Cider: Total Users: Drank in last 6 months: Total Category
MALCOH046: Imported Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH047: Imported Dinner/Table Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH048: Irish Whiskey: Total Users: Drank in Last 6 Months: Total Category
MALCOH049: Low Calorie Domestic Beer: Total Users: Drank in Last 6 Months: Total Category
MALCOH050: Malt Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH051: Other Diet Soft Drinks Not Colas: Total Users: Drank in Last 6 Months: Total Category
MALCOH052: Other Regular Carbonated Soft Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH053: Popular Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH054: Port Sherry & Dessert Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH055: Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH056: Prepared Mixed Drinks With Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH057: Prepared Mixed Drinks Without Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH058: Ready To Drink Iced Coffee/Coffee Drinks: Households: Used in last 6 months: Total Category
MALCOH059: Ready To Drink Iced Tea: Total Users: Drank in Last 6 Months: Total Category
MALCOH060: Regular Cola Drinks Not Diet: Total Users: Drank in Last 6 Months: Total Category
MALCOH061: Regular Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH062: Rum: Total Users: Drank in Last 6 Months: Total Category
MALCOH063: Rye Or Blended Whiskey: Total Users: Drank in Last 6 Months: Total Category
MALCOH064: Scotch Whisky: Total Users: Drank in Last 6 Months: Total Category
MALCOH065: Sports Drinks/Thirst Quenchers: Total Users: Drank in Last 6 Months: Total Category
MALCOH066: Super Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH067: Tequila: Total Users: Drank in Last 6 Months: Total Category
MALCOH068: Total Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH069: Types Of Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH070: Vermouth: Total Users: Drank in Last 6 Months: Total Category
MALCOH071: Vodka: Total Users: Drank in Last 6 Months: Total Category

Beverages

Alcoholic Beverages

MALCOH001: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Alcoholic Beverage
MALCOH002: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Wines
MALCOH003: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Whisky
MALCOH004: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Brandy Cognac Cordials & Liqueurs
MALCOH005: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Other Alcoholic Beverages
MALCOH006: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Beer/Ale
MALCOH007: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Dinner/Table Wine
MALCOH008: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Distilled Liquor
MALCOH009: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any White Goods
MALCOH010: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Brown Goods
MALCOH011: Alcoholic Beverages - Where Bought: Beer Convenience Store
MALCOH012: Alcoholic Beverages - Where Bought: Beer Supermarket
MALCOH013: Alcoholic Beverages - Where Bought: Beer Liquor Store
MALCOH014: Alcoholic Beverages - Where Bought: Beer Drug Store
MALCOH015: Alcoholic Beverages - Where Bought: Beer Wholesale Membership Club
MALCOH016: Alcoholic Beverages - Where Bought: Beer Online
MALCOH017: Alcoholic Beverages - Where Bought: Beer Other
MALCOH018: Alcoholic Beverages - Where Bought: Wine Convenience Store
MALCOH019: Alcoholic Beverages - Where Bought: Wine Supermarket
MALCOH020: Alcoholic Beverages - Where Bought: Wine Liquor Store
MALCOH021: Alcoholic Beverages - Where Bought: Wine Drug Store
MALCOH022: Alcoholic Beverages - Where Bought: Wine Wholesale Membership Club
MALCOH023: Alcoholic Beverages - Where Bought: Wine Online
MALCOH024: Alcoholic Beverages - Where Bought: Wine Other
MALCOH025: Alcoholic Beverages - Where Bought: Liquor Convenience Store
MALCOH026: Alcoholic Beverages - Where Bought: Liquor Supermarket
MALCOH027: Alcoholic Beverages - Where Bought: Liquor Liquor Store
MALCOH028: Alcoholic Beverages - Where Bought: Liquor Drug Store

Candy

MCANDY001: Boxed Chocolates: Total Users: Bought in Last 6 Months: Total Category
MCANDY002: Breath Fresheners: Total Users: Used in last 6 months: Total Category
MCANDY003: Candy (Regular Or King Size): Total Users: Bought/Last 6 Months: Total Category
MCANDY004: Chewing Gum: Total Users: Chewed in Last 6 Months: Total Category
MCANDY005: Hard Roll Candy: Total Users: Bought/Last 6 Months: Total Category
MCANDY006: Mints: Total Users: Bought/Last 6 Months: Total Category
MCANDY007: Nutrition/Energy Bars: Total Users: Used in last 6 months: Total Category
MCANDY008: Nuts: Total Users: Bought in Last 6 Months: Total Category
MCANDY009: Packages Of Miniature/Loose Candy: Total Users: Bought/Last 6 Months: Total Category
MCANDY010: Snack Mixes: Total Users: Bought/Last 6 Months: Total Category
MCANDY011: Total Candy: Total Users: Bought in Last 6 Months: Total Category

Electronics

Music and Other Audio

MINET231: Internet Service Providers - Household: Suddenlink Media
MINET232: Internet Service Providers - Household: Xfinity/Comcast
MINET233: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Amazon Prime Music
MINET093: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Apple Music
MINET250: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Audible
MINET234: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Google Play Music
MINET094: Music Or Audio Services - Listened To Or Used In The Last 30 Days: iHeartRadio
MINET095: Music Or Audio Services - Listened To Or Used In The Last 30 Days: iTunes
MINET096: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Pandora
MINET097: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Spotify
MINET098: Music Or Audio Services - Listened To Or Used In The Last 30 Days: TuneIn

Personal Computers

MCOMPUT203: Personal Computers - Computer Peripherals: Touch-screen Monitor Own at home
MCOMPUT024: Personal Computers - Apple/Mac: iMac Own at home
MCOMPUT025: Personal Computers - Apple/Mac: MacBook Air Own at home
MCOMPUT026: Personal Computers - Apple/Mac: MacBook Pro Own at home
MCOMPUT027: Personal Computers - Apple/Mac: Other Apple/Mac Own at home
MCOMPUT028: Personal Computers: Desktop Own at home
MCOMPUT029: Personal Computers: Laptop/Notebook Own at home
MCOMPUT030: Personal Computers: Acer Own at home
MCOMPUT031: Personal Computers: Asus Own at home
MCOMPUT032: Personal Computers: Dell Own at home
MCOMPUT033: Personal Computers: Gateway Own at home
MCOMPUT034: Personal Computers: HP (Hewlett-Packard) Own at home
MCOMPUT035: Personal Computers: Lenovo/IBM Own at home
MCOMPUT258: Personal Computers: Microsoft Surface Book Own at home
MCOMPUT036: Personal Computers: Panasonic Own at home
MCOMPUT037: Personal Computers: Samsung Own at home
MCOMPUT039: Personal Computers: Toshiba Own at home
MCOMPUT041: Personal Computers: Other Own at home
MCOMPUT042: Personal Computers - Computer Operating Systems: Apple/Mac OS 9.x Own at home
MCOMPUT043: Personal Computers - Computer Operating Systems: Apple/Mac OS X (10.x) Own at home
MCOMPUT044: Personal Computers - Computer Operating Systems: Google Chrome OS (Chromebook) Own at home
MCOMPUT045: Personal Computers - Computer Operating Systems: Linux Own at home
MCOMPUT046: Personal Computers - Computer Operating Systems: MS Windows 98 Own at home
MCOMPUT047: Personal Computers - Computer Operating Systems: MS Windows 2000 Own at home
MCOMPUT048: Personal Computers - Computer Operating Systems: MS Windows XP Own at home
MCOMPUT049: Personal Computers - Computer Operating Systems: MS Windows Vista Own at home

MCOMPUT050: Personal Computers - Computer Operating Systems: MS Windows 7 Own at home
MCOMPUT051: Personal Computers - Computer Operating Systems: MS Windows 8 Own at home
MCOMPUT259: Personal Computers - Computer Operating Systems: MS Windows 10 Own at home
MCOMPUT052: Personal Computers - Computer Operating Systems: Unix Own at home
MCOMPUT053: Personal Computers - Computer Operating Systems: Other Own at home
MCOMPUT074: Personal Computers - Summary: Any Brand Own at home
MCOMPUT075: Personal Computers - Summary: Any PC/Non-Apple Brand Own at home
MCOMPUT076: Personal Computers - Summary: Any Apple/Mac Brand Own at home
MCOMPUT077: Personal Computers - Summary: Any Peripherals Own at home
MCOMPUT078: Personal Computers - Summary: Any Software Own at home
MCOMPUT260: Personal Computers: Microsoft Surface Book Use at work
MCOMPUT261: Personal Computers - Computer Peripherals: Touch-screen Monitor Use at work
MCOMPUT262: Personal Computers - Computer Operating Systems: MS Windows 10 Use at work
MCOMPUT154: Electronics: Personal Computers At Home - Computer Books: Bought any
MCOMPUT149: Electronics: Personal Computers At Home - Amount Spent On Software: Under \$100
MCOMPUT150: Electronics: Personal Computers At Home - Amount Spent On Software: \$100 - \$199
MCOMPUT151: Electronics: Personal Computers At Home - Amount Spent On Software: \$200 - \$299
MCOMPUT152: Electronics: Personal Computers At Home - Amount Spent On Software: \$300 - \$499
MCOMPUT153: Electronics: Personal Computers At Home - Amount Spent On Software: \$500+
MCOMPUT157: Personal Computers At Home - Amount Spent In Total: Under \$500 Any
MCOMPUT158: Personal Computers At Home - Amount Spent In Total: \$ 500 - \$ 999 Any
MCOMPUT159: Personal Computers At Home - Amount Spent In Total: \$1000 - \$1499 Any
MCOMPUT160: Personal Computers At Home - Amount Spent In Total: \$1500 - \$1999 Any
MCOMPUT161: Personal Computers At Home - Amount Spent In Total: \$2000 - \$2999 Any
MCOMPUT162: Personal Computers At Home - Amount Spent In Total: \$3000 - \$4999 Any
MCOMPUT163: Personal Computers At Home - Amount Spent In Total: \$5000+ Any
MCOMPUT164: Electronics: Personal Computers At Home - Who Uses: Yourself
MCOMPUT165: Electronics: Personal Computers At Home - Who Uses: Other adult
MCOMPUT166: Electronics: Personal Computers At Home - Who Uses: Child (under 18)
MCOMPUT167: Personal Computers At Home - Purchased From: Computer Superstore Any
MCOMPUT168: Personal Computers At Home - Purchased From: Department/Discount Store Any
MCOMPUT169: Personal Computers At Home - Purchased From: Direct from Manufacturer Any
MCOMPUT170: Personal Computers At Home - Purchased From: Electronics Store Any
MCOMPUT171: Personal Computers At Home - Purchased From: Warehouse/Club Store Any
MCOMPUT172: Personal Computers At Home - Purchased From: Online-only retailer Any
MCOMPUT173: Personal Computers At Home - Purchased From: Other Any
MCOMPUT174: Personal Computers: Desktop Own at home or Use at work
MCOMPUT175: Personal Computers: Laptop/Notebook Own at home or Use at work
MCOMPUT176: Personal Computers: Acer Own at home or Use at work
MCOMPUT177: Personal Computers: Asus Own at home or Use at work
MCOMPUT178: Personal Computers: Dell Own at home or Use at work
MCOMPUT179: Personal Computers: Gateway Own at home or Use at work
MCOMPUT180: Personal Computers: HP (Hewlett-Packard) Own at home or Use at work
MCOMPUT181: Personal Computers: Lenovo/IBM Own at home or Use at work
MCOMPUT263: Personal Computers: Microsoft Surface Book Own at home or Use at work
MCOMPUT182: Personal Computers: Panasonic Own at home or Use at work
MCOMPUT183: Personal Computers: Samsung Own at home or Use at work
MCOMPUT185: Personal Computers: Toshiba Own at home or Use at work
MCOMPUT187: Personal Computers: Other Own at home or Use at work

Work Computers

MCOMPUT079: Personal Computers: Desktop Use at work
MCOMPUT080: Personal Computers: Laptop/Notebook Use at work
MCOMPUT081: Personal Computers: Acer Use at work
MCOMPUT082: Personal Computers: Asus Use at work
MCOMPUT083: Personal Computers: Dell Use at work
MCOMPUT084: Personal Computers: Gateway Use at work

MCOMPUT085: Personal Computers: HP (Hewlett-Packard) Use at work
MCOMPUT086: Personal Computers: Lenovo/IBM Use at work
MCOMPUT087: Personal Computers: Panasonic Use at work
MCOMPUT088: Personal Computers: Samsung Use at work
MCOMPUT090: Personal Computers: Toshiba Use at work
MCOMPUT092: Personal Computers: Other Use at work
MCOMPUT093: Personal Computers - Computer Peripherals: Blu-ray ROM Drive Use at work
MCOMPUT094: Personal Computers - Computer Peripherals: Blu-ray RE (Blu-ray Burner) Use at work
MCOMPUT095: Personal Computers - Computer Peripherals: CD ROM Drive Use at work
MCOMPUT096: Personal Computers - Computer Peripherals: CD-RW Drive (CD Burner) Use at work
MCOMPUT097: Personal Computers - Computer Peripherals: DVD Drive Use at work
MCOMPUT098: Personal Computers - Computer Peripherals: DVD-RW Drive (DVD Burner) Use at work
MCOMPUT099: Personal Computers - Computer Peripherals: External Hard Drive Use at work
MCOMPUT100: Personal Computers - Computer Peripherals: Flash Drive Use at work
MCOMPUT101: Personal Computers - Computer Peripherals: Modem/Fax Modem Use at work
MCOMPUT102: Personal Computers - Computer Peripherals: LAN/Network Interface Cards Use at work
MCOMPUT103: Personal Computers - Computer Peripherals: Microphone Use at work
MCOMPUT104: Personal Computers - Computer Peripherals: Scanner Use at work
MCOMPUT105: Personal Computers - Computer Peripherals: Speakers Use at work
MCOMPUT106: Personal Computers - Computer Peripherals: Tape/Cartridge Drive Use at work
MCOMPUT107: Personal Computers - Computer Peripherals: Webcam Use at work
MCOMPUT108: Personal Computers - Computer Peripherals: Wireless Keyboard Use at work
MCOMPUT109: Personal Computers - Computer Peripherals: Wireless Mouse Use at work
MCOMPUT110: Personal Computers - Computer Peripherals: Wireless Router Use at work
MCOMPUT111: Personal Computers - Computer Peripherals: Other Use at work
MCOMPUT112: Personal Computers - Computer Operating Systems: Apple/Mac OS 9.x Use at work
MCOMPUT113: Personal Computers - Computer Operating Systems: Apple/Mac OS X (10.x) Use at work
MCOMPUT114: Personal Computers - Computer Operating Systems: Google Chrome OS (Chromebook) Use at work
MCOMPUT115: Personal Computers - Computer Operating Systems: Linux Use at work
MCOMPUT116: Personal Computers - Computer Operating Systems: MS Windows 98 Use at work
MCOMPUT117: Personal Computers - Computer Operating Systems: MS Windows 2000 Use at work
MCOMPUT118: Personal Computers - Computer Operating Systems: MS Windows XP Use at work
MCOMPUT119: Personal Computers - Computer Operating Systems: MS Windows Vista Use at work
MCOMPUT120: Personal Computers - Computer Operating Systems: MS Windows 7 Use at work
MCOMPUT121: Personal Computers - Computer Operating Systems: MS Windows 8 Use at work
MCOMPUT122: Personal Computers - Computer Operating Systems: Unix Use at work
MCOMPUT123: Personal Computers - Computer Operating Systems: Other Use at work
MCOMPUT124: Personal Computers - Computer Software: Accounting Use at work
MCOMPUT125: Personal Computers - Computer Software: CAD/CAM Use at work
MCOMPUT126: Personal Computers - Computer Software: Communications/Fax Use at work
MCOMPUT127: Personal Computers - Computer Software: Database/filing Use at work
MCOMPUT128: Personal Computers - Computer Software: Desktop Publishing Use at work
MCOMPUT129: Personal Computers - Computer Software: Education/training Use at work
MCOMPUT130: Personal Computers - Computer Software: Entertainment/Games Use at work
MCOMPUT131: Personal Computers - Computer Software: Personal finance/Tax prep Use at work
MCOMPUT132: Personal Computers - Computer Software: Presentation graphics Use at work
MCOMPUT133: Personal Computers - Computer Software: Multimedia Use at work
MCOMPUT134: Personal Computers - Computer Software: Networking Use at work
MCOMPUT135: Personal Computers - Computer Software: Online Meeting/Conference Use at work
MCOMPUT136: Personal Computers - Computer Software: Online/remote data backup Use at work
MCOMPUT137: Personal Computers - Computer Software: Photo editing Use at work

MCOMPUT138: Personal Computers - Computer Software: Security/Anti-virus Use at work
MCOMPUT139: Personal Computers - Computer Software: Spreadsheet Use at work
MCOMPUT140: Personal Computers - Computer Software: Utility Use at work
MCOMPUT141: Personal Computers - Computer Software: Web Authoring Use at work
MCOMPUT142: Personal Computers - Computer Software: Word Processing Use at work
MCOMPUT143: Personal Computers - Computer Software: Other Use at work
MCOMPUT144: Personal Computers - Summary: Any Brand Use at work
MCOMPUT145: Personal Computers - Summary: Any PC/Non-Apple Brand Use at work
MCOMPUT146: Personal Computers - Summary: Any Apple/Mac Brand Use at work
MCOMPUT147: Personal Computers - Summary: Any Peripherals Use at work
MCOMPUT148: Personal Computers - Summary: Any Software Use at work

Printers and Fax Machines

MELECTR219: Computer Printers And Fax Machines: All-in-one Printer (Printer Copier Scanner) Household owns
MELECTR221: Computer Printers And Fax Machines: Computer Printer Only Household owns

Computer Peripherals

MCOMPUT001: Electronics: Personal Computers - At Home Or At Work: Household owns a personal computer
MCOMPUT002: Personal Computers - Computer Peripherals: Blu-ray ROM Drive Own at home
MCOMPUT003: Personal Computers - Computer Peripherals: Blu-ray RE (Blu-ray Burner) Own at home
MCOMPUT004: Personal Computers - Computer Peripherals: CD ROM Drive Own at home
MCOMPUT005: Personal Computers - Computer Peripherals: CD-RW Drive (CD Burner) Own at home
MCOMPUT006: Personal Computers - Computer Peripherals: DVD Drive Own at home
MCOMPUT007: Personal Computers - Computer Peripherals: DVD-RW Drive (DVD Burner) Own at home
MCOMPUT008: Personal Computers - Computer Peripherals: External Hard Drive Own at home
MCOMPUT009: Personal Computers - Computer Peripherals: Flash Drive Own at home
MCOMPUT010: Personal Computers - Computer Peripherals: Modem/Fax Modem Own at home
MCOMPUT011: Personal Computers - Computer Peripherals: LAN/Network Interface Cards Own at home
MCOMPUT012: Personal Computers - Computer Peripherals: Microphone Own at home
MCOMPUT013: Personal Computers - Computer Peripherals: Scanner Own at home
MCOMPUT014: Personal Computers - Computer Peripherals: Speakers Own at home
MCOMPUT015: Personal Computers - Computer Peripherals: Tape/Cartridge Drive Own at home
MCOMPUT016: Personal Computers - Computer Peripherals: Webcam Own at home
MCOMPUT017: Personal Computers - Computer Peripherals: Wireless Keyboard Own at home
MCOMPUT018: Personal Computers - Computer Peripherals: Wireless Mouse Own at home
MCOMPUT019: Personal Computers - Computer Peripherals: Wireless Router Own at home
MCOMPUT020: Personal Computers - Computer Peripherals: Other Own at home

Computer Software

MCOMPUT054: Personal Computers - Computer Software: Accounting Own at home
MCOMPUT055: Personal Computers - Computer Software: CAD/CAM Own at home
MCOMPUT056: Personal Computers - Computer Software: Communications/Fax Own at home
MCOMPUT057: Personal Computers - Computer Software: Database/filing Own at home
MCOMPUT058: Personal Computers - Computer Software: Desktop Publishing Own at home
MCOMPUT059: Personal Computers - Computer Software: Education/training Own at home
MCOMPUT060: Personal Computers - Computer Software: Entertainment/Games Own at home
MCOMPUT061: Personal Computers - Computer Software: Personal finance/Tax prep Own at home
MCOMPUT062: Personal Computers - Computer Software: Presentation graphics Own at home
MCOMPUT063: Personal Computers - Computer Software: Multimedia Own at home
MCOMPUT064: Personal Computers - Computer Software: Networking Own at home

MCOMP065: Personal Computers - Computer Software: Online Meeting/Conference Own at home
MCOMP066: Personal Computers - Computer Software: Online/remote data backup Own at home
MCOMP067: Personal Computers - Computer Software: Photo editing Own at home
MCOMP068: Personal Computers - Computer Software: Security/Anti-virus Own at home
MCOMP069: Personal Computers - Computer Software: Spreadsheet Own at home
MCOMP070: Personal Computers - Computer Software: Utility Own at home
MCOMP071: Personal Computers - Computer Software: Web Authoring Own at home
MCOMP072: Personal Computers - Computer Software: Word Processing Own at home
MCOMP073: Personal Computers - Computer Software: Other Own at home

MREST029: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: International House of Pancakes (IHOP)
MREST030: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Joes Crab Shack
MREST012: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Johnny Carinos
MREST031: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Logans Roadhouse
MREST032: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Lone Star Steakhouse
MREST033: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: LongHorn Steakhouse
MREST034: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Marie Callenders
MREST035: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: OCharleys
MREST036: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Old Country Buffet
MREST037: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Olive Garden
MREST038: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: On The Border
MREST039: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Outback Steakhouse
MREST040: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: P.F. Changs
MREST181: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Pei Wei Asian Diner
MREST041: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Perkins
MREST042: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ponderosa Steakhouse
MREST043: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Red Lobster
MREST044: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Red Robin
MREST045: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Romanos Macaroni Grill
MREST046: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ruby Tuesday
MREST047: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ruths Chris Steak House
MREST048: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ryans
MREST049: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Shoneys
MREST050: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Sizzler
MREST051: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Smokey Bones
MREST052: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Texas Roadhouse
MREST071: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: TGI Fridays
MREST054: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Tony Romas
MREST055: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Uno Pizzeria & Grill
MREST056: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Village Inn Restaurant
MREST057: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Waffle House
MREST111: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Other
MREST058: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Breakfast
MREST059: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Lunch
MREST060: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Snacks
MREST061: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Supper/Dinner
MREST062: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Weekdays
MREST063: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Weekends
MREST064: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Eat-in

Restaurants

Family Restaurants/Steak Houses

MREST001: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Total Category
MREST002: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Applebees
MREST003: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bakers Square
MREST004: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Benihana
MREST005: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bertuccis
MREST006: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Big Boy
MREST179: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: BJs Restaurant & Brewhouse
MREST007: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Black Angus Steakhouse
MREST008: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bob Evans Farms
MREST009: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bonefish Grill
MREST010: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Buffalo Wild Wings
MREST011: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: California Pizza Kitchen
MREST013: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Carrabbas Italian Grill
MREST180: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cheddars Scratch Kitchen
MREST014: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: The Cheesecake Factory
MREST015: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Chevys
MREST016: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Chilis Grill & Bar
MREST017: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cicis
MREST018: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cracker Barrel
MREST019: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Dave & Busters
MREST020: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Dennys
MREST021: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: El Torito
MREST022: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Famous Daves
MREST023: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Friendlys
MREST024: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Golden Corral
MREST025: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Hard Rock Cafe
MREST026: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: HomeTown Buffet
MREST027: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Hooters
MREST028: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Houlihans

MREST065: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Home delivery
MREST066: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Take-out
MREST151: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$30 or less
MREST152: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$31 - \$50
MREST153: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$51 - \$100
MREST154: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$101 - \$200
MREST155: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$201 - \$300
MREST156: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$301+

Fast Food Restaurants

MREST067: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Total Category
MREST068: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: A & W
MREST069: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Arbys
MREST070: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Au Bon Pain
MREST072: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Auntie Annes
MREST073: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Baskin-Robbins
MREST074: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Ben & Jerrys
MREST075: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Bojangles
MREST076: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Burger King
MREST077: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Captain Ds
MREST078: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Carls Jr.
MREST079: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Checkers
MREST080: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chick-fil-A
MREST081: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chipotle Mexican Grill
MREST082: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chuck E. Cheeses
MREST083: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Churchs Chicken
MREST084: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Cold Stone Creamery
MREST085: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Culvers
MREST086: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dairy Queen
MREST087: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Del Taco
MREST183: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dickeys Barbecue Pit
MREST088: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dominos
MREST089: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dunkin Donuts
MREST090: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Einstein Bros. Bagels
MREST091: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: El Pollo Loco
MREST092: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Fazolis
MREST184: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Firehouse Subs
MREST093: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Five Guys
MREST094: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Fuddruckers
MREST095: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Hardees
MREST096: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jack in the Box
MREST097: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jamba Juice
MREST098: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jimmy Johns
MREST099: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: KFC
MREST100: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Krispy Kreme Doughnuts
MREST101: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Krystal
MREST102: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Little Caesars
MREST103: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Long John Silvers
MREST185: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: McAlisters Deli
MREST104: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: McDonalds
MREST105: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Moes Southwest Grill
MREST106: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Noodles & Company
MREST108: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Panda Express
MREST109: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Panera Bread
MREST110: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Papa Johns
MREST187: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Papa Murphys
MREST112: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Pizza Hut

MREST113: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Popeyes Chicken
MREST114: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Qdoba Mexican Eats
MREST116: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Rallys
MREST117: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Round Table Pizza
MREST118: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Sbarro
MREST119: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Schlotzskys
MREST120: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Smashburger
MREST121: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Sonic Drive-in
MREST122: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Starbucks
MREST123: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Steak n Shake
MREST124: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Subway
MREST125: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Taco Bell
MREST126: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Taco Johns
MREST127: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Tim Hortons
MREST186: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Tropical Smoothie Caf
MREST128: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Wendys
MREST129: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Whataburger
MREST130: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: White Castle
MREST132: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Wing-Stop
MREST133: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Xaxbys
MREST188: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Other
MREST134: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Breakfast
MREST135: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Lunch
MREST136: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Snacks
MREST137: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Supper/Dinner
MREST138: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Weekdays
MREST139: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Weekends
MREST140: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Eat-in
MREST141: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Home delivery
MREST142: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Take-out - Drive-thru
MREST143: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Take-out - Walk-in
MREST144: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Burgers/Hot Dogs
MREST145: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chicken
MREST146: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Mexican
MREST147: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Pizza/Pasta
MREST148: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Sandwich
MREST149: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Seafood
MREST150: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Snack
MREST157: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$10 or less
MREST158: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$11 - \$20
MREST159: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$21 - \$40
MREST160: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$41 - \$50
MREST161: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$51 - \$100
MREST162: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$101 - \$200
MREST163: Restaurant Expenditures: Fast Food & Drive-In Restaurants - Amount Spent: \$201+

Other Restaurants

MREST164: Restaurant Expenditures: Fine Dining Restaurants - Amount Spent: \$50 or less
MREST165: Restaurant Expenditures: Fine Dining Restaurants - Amount Spent: \$51 - \$100
MREST166: Restaurant Expenditures: Fine Dining Restaurants - Amount Spent: \$101 - \$200
MREST167: Restaurant Expenditures: Fine Dining Restaurants - Amount Spent: \$201 - \$500
MREST168: Restaurant Expenditures: Fine Dining Restaurants - Amount Spent: \$501+
MREST169: Restaurant Expenditures: Other Restaurants - Amount Spent: \$20 or less
MREST170: Restaurant Expenditures: Other Restaurants - Amount Spent: \$21 - \$40
MREST171: Restaurant Expenditures: Other Restaurants - Amount Spent: \$41 - \$50
MREST172: Restaurant Expenditures: Other Restaurants - Amount Spent: \$51 - \$100
MREST173: Restaurant Expenditures: Other Restaurants - Amount Spent: \$101 - \$300
MREST174: Restaurant Expenditures: Other Restaurants - Amount Spent: \$301+

More About Restaurants

MREST175: More About Restaurants - Any Restaurant Visited: Any Visit
MREST176: More About Restaurants - Any Restaurant Visited In Last 6 Months: Any Visit
MREST177: More About Restaurants - Any Restaurant Visited In Last 6 Months: Fine Dining Restaurants
MREST178: More About Restaurants - Any Restaurant Visited In Last 6 Months: Other Restaurants

Financial

Banking and Financial Services

MFINANC001: Banking & Financial Services: Any Banking Service Have Personally or Jointly or Acquired in Last 12 Months
MFINANC002: Financial: Banking & Financial Services - Banks Used: Ally Bank
MFINANC003: Financial: Banking & Financial Services - Banks Used: Bank of America
MFINANC004: Financial: Banking & Financial Services - Banks Used: BB&T
MFINANC005: Financial: Banking & Financial Services - Banks Used: Capital One
MFINANC006: Financial: Banking & Financial Services - Banks Used: Chase
MFINANC007: Financial: Banking & Financial Services - Banks Used: Citibank
MFINANC008: Financial: Banking & Financial Services - Banks Used: Citizens
MFINANC009: Financial: Banking & Financial Services - Banks Used: Fifth Third Bank
MFINANC010: Financial: Banking & Financial Services - Banks Used: HSBC
MFINANC011: Financial: Banking & Financial Services - Banks Used: KeyBank
MFINANC012: Financial: Banking & Financial Services - Banks Used: PNC
MFINANC013: Financial: Banking & Financial Services - Banks Used: Regions Bank
MFINANC014: Financial: Banking & Financial Services - Banks Used: Sun Trust
MFINANC015: Financial: Banking & Financial Services - Banks Used: TD Bank
MFINANC016: Financial: Banking & Financial Services - Banks Used: U.S. Bank
MFINANC017: Financial: Banking & Financial Services - Banks Used: Wells Fargo
MFINANC018: Financial: Banking & Financial Services - Banks Used: Other National Bank
MFINANC019: Financial: Banking & Financial Services - Banks Used: Local/Community Bank
MFINANC020: Financial: Banking & Financial Services - Banks Used: Credit Union
MFINANC021: Financial: Banking & Financial Services - Banks Used: Mutual Funds Co.
MFINANC022: Financial: Banking & Financial Services - Banks Used: Internet Bank
MFINANC023: Financial: Banking & Financial Services - Methods Used: Bank in person
MFINANC024: Financial: Banking & Financial Services - Methods Used: ATM/Cash machine
MFINANC025: Financial: Banking & Financial Services - Methods Used: Bank by Mail
MFINANC026: Financial: Banking & Financial Services - Methods Used: Direct Deposit (payroll check)
MFINANC027: Financial: Banking & Financial Services - Methods Used: Bank by Phone
MFINANC028: Financial: Banking & Financial Services - Methods Used: Banking Online/Internet
MFINANC029: Financial: Banking & Financial Services - Methods Used: Banking on Mobile Device
MFINANC030: Financial: Banking & Financial Services - Methods Used: Paperless Statements

Contributions

MFINANC032: Financial: Contributions: Public Broadcasting Service (PBS)
MFINANC033: Financial: Contributions: National Public Radio (NPR)
MFINANC034: Financial: Contributions: Religious
MFINANC035: Financial: Contributions: Arts/Cultural
MFINANC036: Financial: Contributions: Educational
MFINANC037: Financial: Contributions: Environmental
MFINANC038: Financial: Contributions: Health
MFINANC039: Financial: Contributions: Political
MFINANC040: Financial: Contributions: Social Services
MFINANC041: Financial: Contributions: Other Non-Religious Organization
MFINANC042: Financial: Contributions: Less than \$50
MFINANC043: Financial: Contributions: \$50 - \$99
MFINANC044: Financial: Contributions: \$100 - \$249
MFINANC045: Financial: Contributions: \$250 - \$499
MFINANC046: Financial: Contributions: \$500 or more

Credit Cards

MFINANC047: Financial: Credit Cards - Average Monthly Expenditure: \$35 or less
MFINANC048: Financial: Credit Cards - Average Monthly Expenditure: \$36 - \$99
MFINANC049: Financial: Credit Cards - Average Monthly Expenditure: \$56 - \$99

MFINANC050: Financial: Credit Cards - Average Monthly Expenditure: \$91 - \$110
MFINANC051: Financial: Credit Cards - Average Monthly Expenditure: \$111 - \$180
MFINANC052: Financial: Credit Cards - Average Monthly Expenditure: \$181 - \$225
MFINANC053: Financial: Credit Cards - Average Monthly Expenditure: \$226 - \$450
MFINANC054: Financial: Credit Cards - Average Monthly Expenditure: \$451 - \$700
MFINANC055: Financial: Credit Cards - Average Monthly Expenditure: \$701 - \$1000
MFINANC056: Financial: Credit Cards - Average Monthly Expenditure: \$1001 - \$1500
MFINANC057: Financial: Credit Cards - Average Monthly Expenditure: \$1501 - \$2000
MFINANC058: Financial: Credit Cards - Average Monthly Expenditure: \$2001+
MFINANC059: Financial: Credit Cards - How Often Use For Business Purchases: More than 20
MFINANC060: Financial: Credit Cards - How Often Use For Business Purchases: 11-20 times
MFINANC061: Financial: Credit Cards - How Often Use For Business Purchases: 6-10
MFINANC062: Financial: Credit Cards - How Often Use For Business Purchases: 1-5
MFINANC063: Financial: Credit Cards - How Often Use For Business Purchases: less than one
MFINANC064: Financial: Credit Cards - How Often Use For Personal Purchases: More than 20
MFINANC065: Financial: Credit Cards - How Often Use For Personal Purchases: 11-20 times
MFINANC066: Financial: Credit Cards - How Often Use For Personal Purchases: 6-10
MFINANC067: Financial: Credit Cards - How Often Use For Personal Purchases: 1-5
MFINANC068: Financial: Credit Cards - How Often Use For Personal Purchases: less than one
MFINANC069: Financial: Credit Cards - How Used: Used for business purposes
MFINANC070: Financial: Credit Cards - How Used: Used for personal purposes
MFINANC071: Financial: Credit Cards - Number Owned: 1
MFINANC072: Financial: Credit Cards - Number Owned: 2
MFINANC073: Financial: Credit Cards - Number Owned: 3
MFINANC074: Financial: Credit Cards - Number Owned: 4
MFINANC075: Financial: Credit Cards - Number Owned: 5
MFINANC076: Financial: Credit Cards - Number Owned: 6
MFINANC077: Financial: Credit Cards - Number Owned: 7-9
MFINANC078: Financial: Credit Cards - Number Owned: 10+
MFINANC079: Financial: Credit Cards - Pre-Approved Credit Offer: Accepted
MFINANC080: Financial: Credit Cards - Whether Balance Typically Carried: Never or rarely
MFINANC081: Financial: Credit Cards - Whether Balance Typically Carried: Sometimes
MFINANC082: Financial: Credit Cards - Whether Balance Typically Carried: Usually or always
MFINANC083: Credit/Debit Cards: American Express Green Personally have/Used last 12 months
MFINANC084: Credit/Debit Cards: American Express Gold Personally have/Used last 12 months
MFINANC085: Credit/Debit Cards: American Express Platinum Personally have/Used last 12 months
MFINANC086: Credit/Debit Cards: American Express Blue Personally have/Used last 12 months
MFINANC087: Credit/Debit Cards: American Express OPEN (Small Business) Personally have/Used last 12 months
MFINANC088: Credit/Debit Cards: Other American Express Personally have/Used last 12 months
MFINANC089: Credit/Debit Cards: Diners Club Personally have/Used last 12 months
MFINANC090: Credit/Debit Cards: Discover Personally have/Used last 12 months
MFINANC091: Credit/Debit Cards: MasterCard Standard Personally have/Used last 12 months
MFINANC092: Credit/Debit Cards: MasterCard Gold Personally have/Used last 12 months
MFINANC093: Credit/Debit Cards: MasterCard Platinum Personally have/Used last 12 months
MFINANC094: Credit/Debit Cards: MasterCard World/World Elite Personally have/Used last 12 months
MFINANC095: Credit/Debit Cards: MasterCard Debit Card Personally have/Used last 12 months
MFINANC096: Credit/Debit Cards: MasterCard BusinessCard (Small Business) Personally have/Used last 12 months
MFINANC097: Credit/Debit Cards: Visa Regular/Classic Personally have/Used last 12 months
MFINANC098: Credit/Debit Cards: Visa Gold Personally have/Used last 12 months
MFINANC099: Credit/Debit Cards: Visa Platinum Personally have/Used last 12 months
MFINANC100: Credit/Debit Cards: Visa Signature Personally have/Used last 12 months
MFINANC101: Credit/Debit Cards: Visa Check Card (Debit) Personally have/Used last 12 months
MFINANC102: Credit/Debit Cards: Visa Business (Small Business) Personally have/Used last 12 months
MFINANC103: Credit/Debit Cards: Other Personally have/Used last 12 months
MFINANC104: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Bank of America Personally have/Used last 12 months

MFINANC386: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Barclays Personally have/Used last 12 months
MFINANC105: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Capital One Personally have/Used last 12 months
MFINANC106: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Chase Personally have/Used last 12 months
MFINANC107: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Citibank Personally have/Used last 12 months
MFINANC108: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Citizens Bank Personally have/Used last 12 months
MFINANC109: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): HSBC Personally have/Used last 12 months
MFINANC110: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): PNC Personally have/Used last 12 months
MFINANC111: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): TD Bank Personally have/Used last 12 months
MFINANC112: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): USAA Personally have/Used last 12 months
MFINANC113: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): U.S.Bank Personally have/Used last 12 months
MFINANC114: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Wells Fargo Personally have/Used last 12 months
MFINANC115: Credit/Debit Cards - Bank That Issued Credit/Debit Card(S): Other Personally have/Used last 12 months
MFINANC116: Credit/Debit Cards - Rewards: Cash back Personally have/Used last 12 months
MFINANC117: Credit/Debit Cards - Rewards: Airline miles Personally have/Used last 12 months
MFINANC118: Credit/Debit Cards - Rewards: Hotel or Car Rental awards Personally have/Used last 12 months
MFINANC119: Credit/Debit Cards - Rewards: Gifts Personally have/Used last 12 months
MFINANC120: Credit/Debit Cards - Rewards: Charitable contribution Personally have/Used last 12 months
MFINANC121: Credit/Debit Cards - Rewards: Gasoline discounts Personally have/Used last 12 months
MFINANC122: Credit/Debit Cards - Rewards: Other retail discounts Personally have/Used last 12 months
MFINANC123: Credit/Debit Cards - Rewards: Other Personally have/Used last 12 months
MFINANC124: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Department Store Personally have/Used last 12 months
MFINANC125: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Discount Store Personally have/Used last 12 months
MFINANC126: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Other Store Personally have/Used last 12 months
MFINANC127: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Dillards Personally have/Used last 12 months
MFINANC128: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): JCPenney Personally have/Used last 12 months
MFINANC129: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Lord & Taylor Personally have/Used last 12 months
MFINANC130: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Macys Personally have/Used last 12 months
MFINANC131: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Nordstrom Personally have/Used last 12 months
MFINANC132: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Sears Personally have/Used last 12 months
MFINANC133: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Target Personally have/Used last 12 months
MFINANC134: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Walmart Personally have/Used last 12 months
MFINANC135: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Other Personally have/Used last 12 months
MFINANC136: Credit/Debit Cards - Summary Codes: Any Major Credit/Debit Card Personally have/Used last 12 months
MFINANC137: Credit/Debit Cards - Summary Codes: Any Store Credit Card Personally have/Used last 12 months
MFINANC138: Credit/Debit Cards - Summary Codes: Any Credit/Debit Card Personally have/Used last 12 months

Debit Cards

MFINANC139: Financial: Debit Cards - Average Monthly Expenditure: \$35 or less
MFINANC140: Financial: Debit Cards - Average Monthly Expenditure: \$36 - \$55
MFINANC141: Financial: Debit Cards - Average Monthly Expenditure: \$56 - \$90
MFINANC142: Financial: Debit Cards - Average Monthly Expenditure: \$91 - \$110
MFINANC143: Financial: Debit Cards - Average Monthly Expenditure: \$111 - \$180
MFINANC144: Financial: Debit Cards - Average Monthly Expenditure: \$181 - \$225

MFINANC145: Financial: Debit Cards - Average Monthly Expenditure: \$226 - \$450
MFINANC146: Financial: Debit Cards - Average Monthly Expenditure: \$451 - \$700
MFINANC147: Financial: Debit Cards - Average Monthly Expenditure: \$701 - \$1000
MFINANC148: Financial: Debit Cards - Average Monthly Expenditure: \$1001 - \$1500
MFINANC149: Financial: Debit Cards - Average Monthly Expenditure: \$1501 - \$2000
MFINANC150: Financial: Debit Cards - Average Monthly Expenditure: \$2001+
MFINANC151: Financial: Debit Cards - How Often Use For Business Purchases: More than 20
MFINANC152: Financial: Debit Cards - How Often Use For Business Purchases: 11-20 times
MFINANC153: Financial: Debit Cards - How Often Use For Business Purchases: 6-10
MFINANC154: Financial: Debit Cards - How Often Use For Business Purchases: 1-5
MFINANC155: Financial: Debit Cards - How Often Use For Business Purchases: less than one
MFINANC156: Financial: Debit Cards - How Often Use For Personal Purchases: More than 20
MFINANC157: Financial: Debit Cards - How Often Use For Personal Purchases: 11-20 times
MFINANC158: Financial: Debit Cards - How Often Use For Personal Purchases: 6-10
MFINANC159: Financial: Debit Cards - How Often Use For Personal Purchases: 1-5
MFINANC160: Financial: Debit Cards - How Often Use For Personal Purchases: less than one
MFINANC161: Financial: Debit Cards - Number Owned: 1
MFINANC162: Financial: Debit Cards - Number Owned: 2
MFINANC163: Financial: Debit Cards - Number Owned: 3
MFINANC164: Financial: Debit Cards - Number Owned: 4
MFINANC165: Financial: Debit Cards - Number Owned: 5
MFINANC166: Financial: Debit Cards - Number Owned: 6
MFINANC167: Financial: Debit Cards - Number Owned: 7-9
MFINANC168: Financial: Debit Cards - Number Owned: 10+
MFINANC387: Financial: Digital Payment Services - Used Last 30 Days: Apple Pay

Investment Activity

MFINANC389: Podcasts: Total Users: Listened/Last 30 Days: Total Category
MFINANC388: Financial: Digital Payment Services - Used Last 30 Days: Google Pay
MFINANC390: Financial: Digital Payment Services - Used Last 30 Days: MasterPass by MasterCard
MFINANC391: Financial: Digital Payment Services - Used Last 30 Days: PayPal
MFINANC392: Financial: Digital Payment Services - Used Last 30 Days: Samsung Pay
MFINANC393: Financial: Digital Payment Services - Used Last 30 Days: Venmo
MFINANC394: Financial: Digital Payment Services - Used Last 30 Days: Visa Checkout
MFINANC395: Financial: Digital Payment Services - Used Last 30 Days: Zelle
MFINANC396: Financial: Digital Payment Services - Used Last 30 Days: Other digital payment service
MFINANC170: Financial: Investment Activity: Stock rating service
MFINANC171: Financial: Investment Activity: Financial Planner/Certified Financial Planner (CFP)
MFINANC172: Financial: Investment Activity: Personal Money Manager
MFINANC173: Financial: Investment Activity: Financial Advisor/Broker
MFINANC174: Financial: Investment Activity: Newspaper/Magazine
MFINANC175: Financial: Investment Activity: TV or Radio show
MFINANC176: Financial: Investment Activity: Internet site
MFINANC177: Financial: Investment Activity: Friends/Family
MFINANC178: Financial: Investment Activity: Other Source
MFINANC179: Investment Activity - Broker Contacts: Advice or price quotes Discount brokerage firm
MFINANC180: Investment Activity - Broker Contacts: Advice or price quotes Full service brokerage firm
MFINANC181: Investment Activity - Broker Contacts: Advice or price quotes Online brokerage firm
MFINANC182: Investment Activity - Broker Contacts: Bought or sold bonds Discount brokerage firm
MFINANC183: Investment Activity - Broker Contacts: Bought or sold bonds Full service brokerage firm
MFINANC184: Investment Activity - Broker Contacts: Bought or sold bonds Online brokerage firm
MFINANC185: Investment Activity - Broker Contacts: Bought or sold stocks Discount brokerage firm
MFINANC186: Investment Activity - Broker Contacts: Bought or sold stocks Full service brokerage firm
MFINANC187: Investment Activity - Broker Contacts: Bought or sold stocks Online brokerage firm
MFINANC188: Investment Activity - Broker Contacts: Bought or sold mutual funds Discount brokerage firm
MFINANC189: Investment Activity - Broker Contacts: Bought or sold mutual funds Full service brokerage firm

MFINANC190: Investment Activity - Broker Contacts: Bought or sold mutual funds Online brokerage firm
MFINANC191: Financial: Investment Activity - Brokerage Firms Used: BNY Mellon
MFINANC192: Financial: Investment Activity - Brokerage Firms Used: Capital One Investing
MFINANC193: Financial: Investment Activity - Brokerage Firms Used: Charles Schwab
MFINANC194: Financial: Investment Activity - Brokerage Firms Used: Chase Investment Services
MFINANC195: Financial: Investment Activity - Brokerage Firms Used: Edward Jones
MFINANC196: Financial: Investment Activity - Brokerage Firms Used: E*Trade
MFINANC197: Financial: Investment Activity - Brokerage Firms Used: Fidelity
MFINANC198: Financial: Investment Activity - Brokerage Firms Used: Merrill Lynch
MFINANC199: Financial: Investment Activity - Brokerage Firms Used: Morgan Stanley
MFINANC200: Financial: Investment Activity - Brokerage Firms Used: Raymond James
MFINANC202: Financial: Investment Activity - Brokerage Firms Used: T.Rowe Price
MFINANC203: Financial: Investment Activity - Brokerage Firms Used: TD Ameritrade
MFINANC204: Financial: Investment Activity - Brokerage Firms Used: TIAA
MFINANC205: Financial: Investment Activity - Brokerage Firms Used: UBS
MFINANC206: Financial: Investment Activity - Brokerage Firms Used: USAA
MFINANC207: Financial: Investment Activity - Brokerage Firms Used: Vanguard
MFINANC208: Financial: Investment Activity - Brokerage Firms Used: Wells Fargo Advisors
MFINANC209: Financial: Investment Activity - Brokerage Firms Used: Other full service firm
MFINANC210: Financial: Investment Activity - Brokerage Firms Used: Other discount brokerage firm
MFINANC211: Financial: Investment Activity - Brokerage Firms Used: Other online brokerage firm
MFINANC212: Financial: Investment Activity - Brokerage Firms Used: Other Bank
MFINANC213: Financial: Investment Activity - Brokerage Firms Used: Other
MFINANC214: Financial: Investment Activity - Number Of Investment Transactions: None
MFINANC215: Financial: Investment Activity - Number Of Investment Transactions: 1-2
MFINANC216: Financial: Investment Activity - Number Of Investment Transactions: 3-9
MFINANC217: Financial: Investment Activity - Number Of Investment Transactions: 10-19
MFINANC218: Financial: Investment Activity - Number Of Investment Transactions: 20-49
MFINANC219: Financial: Investment Activity - Number Of Investment Transactions: 50+

Loans and Mortgages

MFINANC220: Loans And Mortgages: Home Mortgage (1st) Have Personally or Jointly or Acquired in Last 12 Months
MFINANC221: Loans And Mortgages: 2nd Mortgage (Home Equity Loan) Have Personally or Jointly or Acquired in Last 12 Months
MFINANC222: Loans And Mortgages: Mortgage Refinance/Consolidation Loan Have Personally or Jointly or Acquired in Last 12 Months
MFINANC223: Loans And Mortgages: Auto Loan Have Personally or Jointly or Acquired in Last 12 Months
MFINANC224: Loans And Mortgages: Personal Loan for Education (Student Loan) Have Personally or Jointly or Acquired in Last 12 Months
MFINANC225: Loans And Mortgages: Personal Loan not for Education Have Personally or Jointly or Acquired in Last 12 Months
MFINANC226: Loans And Mortgages: Personal Line of Credit Have Personally or Jointly or Acquired in Last 12 Months
MFINANC227: Loans And Mortgages: Home Equity Line of Credit Have Personally or Jointly or Acquired in Last 12 Months
MFINANC228: Loans And Mortgages: Loan from 401(k) or 403(b) Have Personally or Jointly or Acquired in Last 12 Months
MFINANC229: Loans And Mortgages: Small Business Loan Have Personally or Jointly or Acquired in Last 12 Months
MFINANC230: Loans And Mortgages: Title Loan Have Personally or Jointly or Acquired in Last 12 Months
MFINANC231: Financial: Loans And Mortgages - Use Cash-Advance Company: Yes

Mutual Funds

MFINANC232: Mutual Funds: American Century Own or Acquired or added to in last 12 months
MFINANC233: Mutual Funds: American Funds Own or Acquired or added to in last 12 months
MFINANC234: Mutual Funds: Charles Schwab/Schwab Own or Acquired or added to in last 12 months
MFINANC235: Mutual Funds: Dreyfus Own or Acquired or added to in last 12 months
MFINANC237: Mutual Funds: Fidelity Investments Own or Acquired or added to in last 12 months

MFINANC238: Mutual Funds: Franklin Templeton Own or Acquired or added to in last 12 months
MFINANC239: Mutual Funds: Hartford Funds Own or Acquired or added to in last 12 months
MFINANC240: Mutual Funds: Invesco Own or Acquired or added to in last 12 months
MFINANC241: Mutual Funds: Janus Henderson Own or Acquired or added to in last 12 months
MFINANC242: Mutual Funds: Lord Abbett Own or Acquired or added to in last 12 months
MFINANC243: Mutual Funds: Merrill Lynch Own or Acquired or added to in last 12 months
MFINANC244: Mutual Funds: Morgan Stanley Own or Acquired or added to in last 12 months
MFINANC245: Mutual Funds: Oppenheimer Own or Acquired or added to in last 12 months
MFINANC246: Mutual Funds: Prudential Investments Own or Acquired or added to in last 12 months
MFINANC247: Mutual Funds: Putnam Own or Acquired or added to in last 12 months
MFINANC248: Mutual Funds: TIAA Own or Acquired or added to in last 12 months
MFINANC249: Mutual Funds: T.Rowe Price Own or Acquired or added to in last 12 months
MFINANC251: Mutual Funds: USAA Own or Acquired or added to in last 12 months
MFINANC252: Mutual Funds: Vanguard Own or Acquired or added to in last 12 months
MFINANC253: Mutual Funds: Voya Own or Acquired or added to in last 12 months
MFINANC254: Mutual Funds: Other Own or Acquired or added to in last 12 months
MFINANC255: Mutual Funds: Any Own or Acquired or added to in last 12 months
MFINANC256: Mutual Funds: American Century Own
MFINANC257: Mutual Funds: American Century Acquired or added to in last 12 months
MFINANC258: Mutual Funds: American Funds Own
MFINANC259: Mutual Funds: American Funds Acquired or added to in last 12 months
MFINANC260: Mutual Funds: Charles Schwab/Schwab Own
MFINANC261: Mutual Funds: Charles Schwab/Schwab Acquired or added to in last 12 months
MFINANC262: Mutual Funds: Dreyfus Own
MFINANC263: Mutual Funds: Dreyfus Acquired or added to in last 12 months
MFINANC266: Mutual Funds: Fidelity Investments Own
MFINANC267: Mutual Funds: Fidelity Investments Acquired or added to in last 12 months
MFINANC268: Mutual Funds: Franklin Templeton Own
MFINANC269: Mutual Funds: Franklin Templeton Acquired or added to in last 12 months
MFINANC270: Mutual Funds: Hartford Funds Own
MFINANC271: Mutual Funds: Hartford Funds Acquired or added to in last 12 months
MFINANC272: Mutual Funds: Invesco Own
MFINANC273: Mutual Funds: Invesco Acquired or added to in last 12 months
MFINANC274: Mutual Funds: Janus Henderson Own
MFINANC275: Mutual Funds: Janus Henderson Acquired or added to in last 12 months
MFINANC276: Mutual Funds: Lord Abbett Own
MFINANC277: Mutual Funds: Lord Abbett Acquired or added to in last 12 months
MFINANC278: Mutual Funds: Merrill Lynch Own
MFINANC279: Mutual Funds: Merrill Lynch Acquired or added to in last 12 months
MFINANC280: Mutual Funds: Morgan Stanley Own
MFINANC281: Mutual Funds: Morgan Stanley Acquired or added to in last 12 months
MFINANC282: Mutual Funds: Oppenheimer Own
MFINANC283: Mutual Funds: Oppenheimer Acquired or added to in last 12 months
MFINANC284: Mutual Funds: Prudential Investments Own
MFINANC285: Mutual Funds: Prudential Investments Acquired or added to in last 12 months
MFINANC286: Mutual Funds: Putnam Own
MFINANC287: Mutual Funds: Putnam Acquired or added to in last 12 months
MFINANC288: Mutual Funds: TIAA Own
MFINANC289: Mutual Funds: TIAA Acquired or added to in last 12 months
MFINANC290: Mutual Funds: T.Rowe Price Own
MFINANC291: Mutual Funds: T.Rowe Price Acquired or added to in last 12 months
MFINANC294: Mutual Funds: USAA Own
MFINANC295: Mutual Funds: USAA Acquired or added to in last 12 months
MFINANC296: Mutual Funds: Vanguard Own
MFINANC297: Mutual Funds: Vanguard Acquired or added to in last 12 months
MFINANC298: Mutual Funds: Voya Own
MFINANC299: Mutual Funds: Voya Acquired or added to in last 12 months
MFINANC300: Mutual Funds: Other Own
MFINANC301: Mutual Funds: Other Acquired or added to in last 12 months
MFINANC302: Mutual Funds: Any Own
MFINANC303: Mutual Funds: Any Acquired or added to in last 12 months

Real Estate

MFINANC304: Real Estate: Vacation/Weekend home Household owns or Acquired in Last 12 Months
MFINANC305: Real Estate: Farm Household owns or Acquired in Last 12 Months

MFINANC306: Real Estate: Retirement real estate Household owns or Acquired in Last 12 Months
MFINANC307: Real Estate: Investment real estate Household owns or Acquired in Last 12 Months
MFINANC308: Real Estate: Any of the above real estate Household owns or Acquired in Last 12 Months
MFINANC309: Financial: Real Estate - Do You Or Anyone In Your Household Own A Time Share: Yes
MFINANC310: Financial: Real Estate - How/When Home Built: Custom built
MFINANC311: Financial: Real Estate - How/When Home Built: Already built when Bought
MFINANC312: Financial: Real Estate - How/When Home Built: Constructed in last 12 months
MFINANC313: Real Estate - Number Owned: Number owned: Vacation/Weekend Home 1+
MFINANC314: Real Estate - Number Owned: Number owned: Farm 1+
MFINANC315: Real Estate - Number Owned: Number owned: Retirement real estate 1+
MFINANC316: Real Estate - Number Owned: Number owned: Investment real estate 1+
MFINANC317: Financial: Real Estate - Used Real Estate Agent: Sell a property
MFINANC318: Financial: Real Estate - Used Real Estate Agent: Buy a property
MFINANC319: Financial: Real Estate - Used Real Estate Agent: Other
MFINANC320: Financial: Real Estate - Used Real Estate Agent: Used a real estate agent
MFINANC398: Financial: Real Estate - Which Agent Used: Berkshire Hathaway HomeServices
MFINANC321: Financial: Real Estate - Which Agent Used: Century 21
MFINANC322: Financial: Real Estate - Which Agent Used: Coldwell Banker
MFINANC323: Financial: Real Estate - Which Agent Used: Keller Williams
MFINANC325: Financial: Real Estate - Which Agent Used: Re/Max
MFINANC326: Financial: Real Estate - Which Agent Used: Other
MFINANC327: Financial: Real Estate (Flipped) A Property For Investment: Yes

Retirement and College Savings Plans

MFINANC328: Retirement Or College Savings Plans: Traditional IRA Any
MFINANC329: Retirement Or College Savings Plans: Roth IRA Any
MFINANC330: Retirement Or College Savings Plans: Keogh Any
MFINANC331: Retirement Or College Savings Plans: 401(k) Any
MFINANC332: Retirement Or College Savings Plans: 403(b) Any
MFINANC333: Retirement Or College Savings Plans: 457(b) Any
MFINANC334: Retirement Or College Savings Plans: 529 Plan (College Savings Plan) Any
MFINANC335: Retirement Or College Savings Plans: Total Any

Securities

MFINANC336: Securities - Personally Own: U.S. Savings Bonds Any
MFINANC337: Securities - Personally Own: U.S. Treasury Notes Any
MFINANC338: Securities - Personally Own: Other U.S. Government Bonds Any
MFINANC339: Securities - Personally Own: Common or Preferred Stock in company you work for Any
MFINANC340: Securities - Personally Own: Common Stock in any other company Any
MFINANC341: Securities - Personally Own: Preferred Stock in any other company Any
MFINANC342: Securities - Personally Own: Privately held shares of companies or partnerships Any
MFINANC343: Securities - Personally Own: City/Municipal or state bonds Any
MFINANC344: Securities - Personally Own: Corporate bonds or debentures Any
MFINANC345: Securities - Personally Own: Money market funds Any
MFINANC346: Securities - Personally Own: Mutual Funds (Bonds) Any
MFINANC347: Securities - Personally Own: Mutual Funds (Stocks) Any
MFINANC348: Securities - Personally Own: Tax Exempt funds Any
MFINANC349: Securities - Personally Own: Exchange Traded Funds (ETFs) Any
MFINANC350: Securities - Personally Own: Annuities Any
MFINANC351: Securities - Personally Own: Savings Certificates Any
MFINANC352: Securities - Personally Own: Insured Money Market Accounts (bank) Any
MFINANC353: Securities - Personally Own: CD (Certificate(s) of Deposit) - 6 months or less Any
MFINANC354: Securities - Personally Own: CD (Certificate(s) of Deposit) - more than 6 mos. Any
MFINANC355: Securities - Personally Own: Investments in gold precious metals or gems Any
MFINANC356: Securities - Personally Own: Investment collections of antiques books stamps etc. Any
MFINANC357: Securities - Personally Own: Other investments (commodities/puts/calls/etc.) Any
MFINANC358: Securities - Personally Own: Total - above Securities Any
MFINANC031: Securities - Summary Codes: Total - Any stock Own or Acquired or added to in last 12 months

MFINANC169: Securities - Summary Codes: Total - Any other market instrument Own or Acquired or added to in last 12 months
MFINANC236: Securities - Summary Codes: Total - Any Investments Own or Acquired or added to in last 12 months
MFINANC359: Securities - Summary Codes: Total - Any stock Own
MFINANC250: Securities - Summary Codes: Total - Any stock Acquired or added to in last 12 months
MFINANC360: Securities - Summary Codes: Total - Any other market instrument Own
MFINANC400: Securities - Summary Codes: Total - Any other market instrument Acquired or added to in last 12 months
MFINANC361: Securities - Summary Codes: Total - Any Investments Own
MFINANC404: Securities - Summary Codes: Total - Any Investments Acquired or added to in last 12 months

Tax Preparation

MFINANC362: Financial: Tax Preparation: You personally manually
MFINANC363: Financial: Tax Preparation - Tax Preparation Prepared Other Way: Friend or family member
MFINANC364: Financial: Tax Preparation - Tax Preparation Prepared Other Way: Other
MFINANC365: Financial: Tax Preparation - Used Computer Software Program: H&R Block
MFINANC366: Financial: Tax Preparation - Used Computer Software Program: TaxACT
MFINANC402: Financial: Tax Preparation - Used Computer Software Program: TaxSlayer
MFINANC367: Financial: Tax Preparation - Used Computer Software Program: TurboTax
MFINANC368: Financial: Tax Preparation - Used Computer Software Program: Other software
MFINANC369: Financial: Tax Preparation - Used Computer Software Program: Used any computer software program
MFINANC370: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: H&R Block
MFINANC371: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: Jackson Hewitt Online
MFINANC372: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: Liberty Tax
MFINANC373: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: TaxACT
MFINANC374: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: TurboTax
MFINANC375: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: Other online program/service
MFINANC376: Financial: Tax Prep - Used Internet/Online Tax Prep Program Or Service: Any
MFINANC377: Financial: Tax Preparation - Used Tax Preparation Professional Or Service: H&R Block (on-site)
MFINANC378: Financial: Tax Preparation - Used Tax Preparation Professional Or Service: Jackson Hewitt (on-site)
MFINANC379: Financial: Tax Preparation - Used Tax Preparation Professional Or Service: Liberty Tax (on-site)
MFINANC380: Financial: Tax Preparation - Used Tax Preparation Professional Or Service: Other tax preparation service on-site
MFINANC381: Financial: Tax Preparation - Used Tax Preparation Professional Or Service: CPA or other tax professional
MFINANC382: Financial: Tax Preparation - When Filed Last 12 Months: Before IRS deadline
MFINANC383: Financial: Tax Preparation - When Filed Last 12 Months: Same day of the IRS deadline
MFINANC384: Financial: Tax Preparation - When Filed Last 12 Months: After the IRS deadline
MFINANC403: Financial: Tax Preparation - Used Internet/Online Tax Preparation Program Or Service: TaxSlayer

Health and Beauty

Health and Beauty Products

MHLBTY400: Personal Appliances: Blood glucose monitor Bought in last 12 months
MHLBTY401: Personal Appliances: Clock - battery Bought in last 12 months
MHLBTY402: Personal Appliances: Clock radio - electric Bought in last 12 months
MHLBTY403: Personal Appliances: Electronic ear thermometer Bought in last 12 months
MHLBTY404: Personal Appliances: Hand-held massagers Bought in last 12 months
MHLBTY405: Personal Appliances: Hearing aids Bought in last 12 months
MHLBTY406: Personal Appliances: Home blood pressure monitor Bought in last 12 months
MHLBTY407: Personal Appliances: Lighted make-up mirror Bought in last 12 months

MHLBTY408: Personal Appliances: Massaging shower head Bought in last 12 months
MHLBTY409: Personal Appliances: Oral irrigation device Bought in last 12 months
MHLBTY410: Personal Appliances: Scale (bathroom) Bought in last 12 months
MHLBTY411: Home: Personal Appliances - Any: Own
MHLBTY412: Home: Personal Appliances - Any: Bought in last 12 months
MHLBTY001: Adhesive & Liquid Bandages: Total Users: Used in last 6 months: Total Category
MHLBTY002: Aftershave Lotion & Cologne For Men: Total Users: Used in last 6 months: Total Category
MHLBTY073: Athletes Foot/Medicated Foot Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY074: Bath/Shower Additives (Women): Total Users: Used in last 6 months: Total Category
MHLBTY075: Bleach And Depilatories: Total Users: Used in last 6 months: Total Category
MHLBTY076: Blusher (Women): Total Users: Used in last 6 months: Total Category
MHLBTY077: Body Powder: Total Users: Used in last 6 months: Total Category
MHLBTY078: Body Wash/Shower Gel: Total Users: Used in last 6 months: Total Category
MHLBTY079: Bronzer (Women): Total Users: Used in last 6 months: Total Category
MHLBTY080: Cold Sores/Fever Blisters: Total Users: Used in last 6 months: Total Category
MHLBTY081: Cold Sinus And Allergy Remedies (Nonprescr.): Total Users: Used in last 6 months: Total Category
MHLBTY082: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$1 - \$49
MHLBTY083: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$50 - \$99
MHLBTY084: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$100 - \$249
MHLBTY085: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$250 or more
MHLBTY086: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$1 - \$49
MHLBTY087: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$50 - \$99
MHLBTY088: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$100 - \$249
MHLBTY089: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$250 or more
MHLBTY090: Complexion Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY091: Health & Beauty Aids: Contact Lens Brands - Used: Acuvue
MHLBTY092: Health & Beauty Aids: Contact Lens Brands - Used: Air Optix
MHLBTY093: Health & Beauty Aids: Contact Lens Brands - Used: Bausch + Lomb
MHLBTY094: Health & Beauty Aids: Contact Lens Brands - Used: Biofinity
MHLBTY095: Health & Beauty Aids: Contact Lens Brands - Used: Dailies
MHLBTY096: Health & Beauty Aids: Contact Lens Brands - Used: Other
MHLBTY097: Contact Lens Cleaning/Wetting Solutions: Total Users: Used in last 6 months: Total Category
MHLBTY098: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: Under \$50
MHLBTY099: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$50 - \$74
MHLBTY100: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$75 - \$99
MHLBTY101: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$100 - \$124
MHLBTY102: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$125 - \$149
MHLBTY103: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$150 - \$199
MHLBTY104: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$200 - \$299
MHLBTY105: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$300+
MHLBTY107: Health & Beauty Aids: Contraception - Used (Women): Depo-Provera
MHLBTY108: Health & Beauty Aids: Contraception - Used (Women): Loestrin
MHLBTY109: Health & Beauty Aids: Contraception - Used (Women): Mirena
MHLBTY110: Health & Beauty Aids: Contraception - Used (Women): Nexplanon
MHLBTY111: Health & Beauty Aids: Contraception - Used (Women): NuvaRing
MHLBTY112: Health & Beauty Aids: Contraception - Used (Women): Ortho Tri-cyclen
MHLBTY113: Health & Beauty Aids: Contraception - Used (Women): Ortho Tri-cyclen Lo
MHLBTY114: Health & Beauty Aids: Contraception - Used (Women): Plan B One-Step
MHLBTY115: Health & Beauty Aids: Contraception - Used (Women): Yaz
MHLBTY116: Health & Beauty Aids: Contraception - Used (Women): IUD
MHLBTY118: Health & Beauty Aids: Contraception - Used (Women): Other
MHLBTY119: Cough Syrup/Suppressant (Nonprescription): Total Users: Used in last 6 months: Total Category
MHLBTY120: Dental Floss: Total Users: Used in last 6 months: Total Category
MHLBTY121: Denture Adhesives & Fixatives: Total Users: Used in last 6 months: Total Category
MHLBTY122: Denture Cleaners: Total Users: Used in last 6 months: Total Category
MHLBTY123: Health & Beauty Aids: Dentures: Wear dentures
MHLBTY124: Deodorants And Antiperspirants: Total Users: Used in last 6 months: Total Category
MHLBTY413: Disposable Razors: Total Users: Used in last 6 months: Total Category
MHLBTY165: Electric Shavers: Total Users: Used in last 6 months: Total Category
MHLBTY166: Eye Liner (Women): Total Users: Used in last 6 months: Total Category

MHLBTY167: Eye Shadow (Women): Total Users: Used in last 6 months: Total Category
MHLBTY168: Eye Wash And Drops: Total Users: Used in last 6 months: Total Category
MHLBTY169: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: Under \$50
MHLBTY170: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$50 - \$74
MHLBTY171: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$75 - \$99
MHLBTY172: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$100 - \$124
MHLBTY173: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$125 - \$149
MHLBTY174: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$150 - \$174
MHLBTY175: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$175 - \$199
MHLBTY176: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$200 - \$249
MHLBTY177: Health & Beauty Aids: Eyeglasses - Amount Spent In Total: \$250+
MHLBTY178: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Prescription Eyeglasses (sun tinted regular)
MHLBTY179: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Bi-focal/Multi-focal/Progressive
MHLBTY180: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Eyeglasses (Nonprescription)
MHLBTY185: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Sunglasses (Nonprescription)
MHLBTY181: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Contact Lenses (Hard)
MHLBTY183: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Colored contact lenses
MHLBTY182: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Contact Lenses (soft)
MHLBTY187: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Discount Store Optical Center
MHLBTY188: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Private Ophthalmologist Optician or Optometrist
MHLBTY189: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Retail Optical Chain
MHLBTY190: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Internet/online
MHLBTY191: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Other
MHLBTY192: Facial Moisturizers: Total Users: Used in last 6 months: Total Category
MHLBTY193: Feminine Hygiene Deodorant/Cleansing Products (Women): Total Users: Used in last 6 months: Total Category
MHLBTY195: Feminine Medicated Products (Women): Total Users: Used in last 6 months: Total Category
MHLBTY196: Foundation Make-Up (Women): Total Users: Used in last 6 months: Total Category
MHLBTY197: Health & Beauty Aids: Hair Care Products (Women) - Used: Any
MHLBTY198: Health & Beauty Aids: Hair Care Products (Women) - Used: Blow Dryer
MHLBTY199: Health & Beauty Aids: Hair Care Products (Women) - Used: Brushes
MHLBTY200: Health & Beauty Aids: Hair Care Products (Women) - Used: Diffuser
MHLBTY201: Health & Beauty Aids: Hair Care Products (Women) - Used: Electric Curlers
MHLBTY202: Health & Beauty Aids: Hair Care Products (Women) - Used: Electric Curling Iron/Brush
MHLBTY203: Health & Beauty Aids: Hair Care Products (Women) - Used: Hair Rollers
MHLBTY204: Health & Beauty Aids: Hair Care Products (Women) - Used: Straightening Iron
MHLBTY205: Hair Coloring Products (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY206: Hair Conditioners (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY207: Hair Conditioning Treatment (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY208: Hair Growth Products: Total Users: Used in last 6 months: Total Category
MHLBTY209: Hair Sprays (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY210: Hair Styling Products (Gels Lotions Mousse Etc.): Total Users: Used in last 6 months: Total Category
MHLBTY212: Hand & Body Cream Lotion Or Oil: Total Users: Used in last 6 months: Total Category
MHLBTY213: Headache Remedies And Pain Relievers (Nonprescr.): Total Users: Used in last 6 months: Total Category
MHLBTY214: Health & Beauty Aids Expenditures: Less than \$100 For Men
MHLBTY215: Health & Beauty Aids Expenditures: Less than \$100 For Women
MHLBTY216: Health & Beauty Aids Expenditures: \$100 - \$299 For Men
MHLBTY217: Health & Beauty Aids Expenditures: \$100 - \$299 For Women
MHLBTY218: Health & Beauty Aids Expenditures: \$300 - \$499 For Men
MHLBTY219: Health & Beauty Aids Expenditures: \$300 - \$499 For Women
MHLBTY220: Health & Beauty Aids Expenditures: \$500+ For Men
MHLBTY221: Health & Beauty Aids Expenditures: \$500+ For Women
MHLBTY222: Health & Beauty Aids: Healthcare Advertising Actions Taken: Bought a non-prescription product
MHLBTY223: Health & Beauty Aids: Healthcare Advertising Actions Taken: Refilled a prescription

MHLBTY224: Health & Beauty Aids: Healthcare Advertising Actions Taken: Made an appointment to see a doctor
MHLBTY225: Health & Beauty Aids: Healthcare Advertising Actions Taken: Discussed an ad with your doctor
MHLBTY226: Health & Beauty Aids: Healthcare Advertising Actions Taken: Discussed an ad with a friend or relative
MHLBTY227: Health & Beauty Aids: Healthcare Advertising Actions Taken: Asked your doctor to prescribe a specific drug
MHLBTY228: Health & Beauty Aids: Healthcare Advertising Actions Taken: Consulted a pharmacist
MHLBTY229: Health & Beauty Aids: Healthcare Advertising Actions Taken: Visited a product or drug website
MHLBTY230: Health & Beauty Aids: Healthcare Advertising Actions Taken: Visited another website
MHLBTY231: Health & Beauty Aids: Healthcare Advertising Actions Taken: Requested a free sample
MHLBTY232: Health & Beauty Aids: Healthcare Advertising Actions Taken: Called a toll-free number for info
MHLBTY233: Health & Beauty Aids: Healthcare Advertising Actions Taken: Other
MHLBTY234: Heartburn Indigestion Gas & Diarrhea Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY235: Hemorrhoid Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY236: Home Permanents And Relaxers (Women): Total Users: Used in last 6 months: Total Category
MHLBTY237: Incontinence Products: Any Used or Bought
MHLBTY239: Incontinence Products: Always Discreet Used or Bought
MHLBTY238: Incontinence Products: Depend Used or Bought
MHLBTY239: Incontinence Products: Poise Used or Bought
MHLBTY240: Incontinence Products: Tena Used or Bought
MHLBTY241: Incontinence Products: Other Used or Bought
MHLBTY242: In-Home Pregnancy Test/Ovulation Test (Women): Total Users: Used in last 12 months: Total Category
MHLBTY243: Laxatives/Fiber Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY244: Lip Care: Total Users: Used in last 6 months: Total Category
MHLBTY245: Lipstick & Lip Gloss (Women): Total Users: Used in last 6 months: Total Category
MHLBTY246: Loose Or Pressed Face Powder (Women): Total Users: Used in last 6 months: Total Category
MHLBTY247: Mascara (Women): Total Users: Used in last 6 months: Total Category
MHLBTY248: Meal/Dietary/Weight Loss Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY249: Medicated Skin Ointments Creams Lotions & Sprays: Total Users: Used in last 6 months: Total Category
MHLBTY250: Mouthwash/Dental Rinse: Total Users: Used in last 6 months: Total Category
MHLBTY251: Nail Care Products & Polish (Women): Total Users: Used in last 6 months: Total Category
MHLBTY252: Nail Polish Remover (Women): Total Users: Used in last 6 months: Total Category
MHLBTY253: Nasal Sprays (Non-Medicated): Total Users: Used in last 6 months: Total Category
MHLBTY106: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Any
MHLBTY117: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual cup
MHLBTY144: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual underwear
MHLBTY164: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Reusable pads
MHLBTY194: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual sponge
MHLBTY276: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Other
MHLBTY254: Pain Relieving Rubs Liquids & Patches (Nonprescription): Total Users: Used in last 6 months: Total Category
MHLBTY255: Pantliners (Women): Total Users: Used in last 6 months: Total Category
MHLBTY256: Perfume And Cologne For Women: Total Users: Used in last 6 months: Total Category
MHLBTY257: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$1 - \$49
MHLBTY258: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$50 - \$99
MHLBTY259: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$100 - \$249
MHLBTY260: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$250 or more
MHLBTY261: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$1 - \$49

MHLBTY262: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$50 - \$99
MHLBTY263: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$100 - \$249
MHLBTY264: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$250 or more
MHLBTY265: Personal Care Soaps - Bar: Total Users: Used in last 6 months: Total Category
MHLBTY266: Personal Foot Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY267: Pre-Menstrual Or Period Pain Remedies (Women): Total Users: Used in last 6 months: Total Category
MHLBTY355: Razor Blades: Total Users: Used in last 6 months: Total Category
MHLBTY356: Sanitary Napkins (Women): Total Users: Used in last 6 months: Total Category
MHLBTY357: Shampoo (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY358: Shaving Creams Or Gels: Total Users: Used in last 6 months: Total Category
MHLBTY359: Sleeping Aids & Snore Relief: Total Users: Used in last 6 months: Total Category
MHLBTY360: Sore Throat Remedies & Cough Drops: Total Users: Used in last 6 months: Total Category
MHLBTY361: Health & Beauty Aids: Sunglasses - Amount Spent In Total: Under \$10
MHLBTY362: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$10
MHLBTY363: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$11 - \$19
MHLBTY364: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$20 - \$29
MHLBTY365: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$30 - \$99
MHLBTY366: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$100+
MHLBTY367: Tampons (Women): Total Users: Used in last 6 months: Total Category
MHLBTY368: Tooth Whiteners (Not Toothpaste): Total Users: Used in last 6 months: Total Category
MHLBTY369: Toothache Gum & Canker Sore Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY370: Toothbrushes: Total Users: Bought in Last 6 Months: Total Category
MHLBTY371: Toothpaste: Total Users: Used in last 6 months: Total Category
MHLBTY372: Vitamin And Dietary Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY373: Wart Removers: Total Users: Used in last 6 months: Total Category

Ailments and Remedies

MHLBTY003: Ailments/Remedies: Acne Have/Had
MHLBTY004: Ailments/Remedies: ADD/ADHD Have/Had
MHLBTY005: Ailments/Remedies: Allergy/Hay Fever Have/Had
MHLBTY006: Ailments/Remedies: Anxiety/Panic Have/Had
MHLBTY007: Ailments/Remedies: Arthritis/Rheumatoid Arthritis (RA) Have/Had
MHLBTY008: Ailments/Remedies: Arthritis/Osteoarthritis Have/Had
MHLBTY009: Ailments/Remedies: Asthma Have/Had
MHLBTY010: Ailments/Remedies: Athletes Foot Have/Had
MHLBTY374: Ailments/Remedies: Atrial Fibrillation (Afib) Have/Had
MHLBTY011: Ailments/Remedies: Backache/Back Pain Have/Had
MHLBTY012: Ailments/Remedies: Bipolar Disorder Have/Had
MHLBTY013: Ailments/Remedies: Cancer Have/Had
MHLBTY375: Ailments/Remedies: Crohns Disease/Ulcerative Colitis Have/Had
MHLBTY014: Ailments/Remedies: Chronic Bronchitis Have/Had
MHLBTY015: Ailments/Remedies: Chronic/Severe Pain Have/Had
MHLBTY016: Ailments/Remedies: Cold Sores Have/Had
MHLBTY017: Ailments/Remedies: Constipation Have/Had
MHLBTY018: Ailments/Remedies: Dandruff/Dry Scalp Have/Had
MHLBTY019: Ailments/Remedies: Depression Have/Had
MHLBTY020: Ailments/Remedies: Diabetes (Type 1-Insulin Dependent) Have/Had
MHLBTY021: Ailments/Remedies: Diabetes (Type 2-Non-Insulin Dependent) Have/Had
MHLBTY022: Ailments/Remedies: Dry Eyes Have/Had
MHLBTY023: Ailments/Remedies: Eczema/Skin Itch/Rash Have/Had
MHLBTY024: Ailments/Remedies: Emphysema Have/Had
MHLBTY025: Ailments/Remedies: Epilepsy/Seizures Have/Had
MHLBTY026: Ailments/Remedies: Erectile Dysfunction (ED) (men only) Have/Had
MHLBTY027: Ailments/Remedies: Fibromyalgia Have/Had
MHLBTY028: Ailments/Remedies: Flu Have/Had
MHLBTY029: Ailments/Remedies: Gout Have/Had
MHLBTY030: Ailments/Remedies: Hair Loss Have/Had
MHLBTY031: Ailments/Remedies: Hearing Loss Have/Had
MHLBTY032: Ailments/Remedies: Heart Attack/Heart Disease Have/Had
MHLBTY033: Ailments/Remedies: Heartburn/Acid Reflux Have/Had
MHLBTY034: Ailments/Remedies: Hepatitis Have/Had
MHLBTY035: Ailments/Remedies: High Cholesterol Have/Had

MHLBTY036: Ailments/Remedies: Hypertension/High Blood Pressure Have/Had
MHLBTY037: Ailments/Remedies: Insomnia Have/Had
MHLBTY038: Ailments/Remedies: Irritable Bowel Syndrome (IBS) Have/Had
MHLBTY039: Ailments/Remedies: Kidney Ailments Have/Had
MHLBTY040: Ailments/Remedies: Macular Degeneration Have/Had
MHLBTY041: Ailments/Remedies: Menopause/Hormone Replacement (women only) Have/Had
MHLBTY042: Ailments/Remedies: Migraine Headaches Have/Had
MHLBTY043: Ailments/Remedies: Multiple Sclerosis (MS) Have/Had
MHLBTY044: Ailments/Remedies: Muscle Strain/Sprain Have/Had
MHLBTY045: Ailments/Remedies: Nail Fungus Have/Had
MHLBTY046: Ailments/Remedies: Obesity/Overweight Have/Had
MHLBTY047: Ailments/Remedies: Osteoporosis Have/Had
MHLBTY048: Ailments/Remedies: Overactive Bladder Have/Had
MHLBTY049: Ailments/Remedies: Prostate Disease (men only) Have/Had
MHLBTY050: Ailments/Remedies: Psoriasis Have/Had
MHLBTY051: Ailments/Remedies: Restless Legs Syndrome Have/Had
MHLBTY052: Ailments/Remedies: Rosacea or Skin Disease Have/Had
MHLBTY053: Ailments/Remedies: Sinus Congestion/Headache Have/Had
MHLBTY054: Ailments/Remedies: Sleep Apnea Have/Had
MHLBTY055: Ailments/Remedies: Snoring Have/Had
MHLBTY056: Ailments/Remedies: Urinary Tract Infection (UTI) Have/Had
MHLBTY057: Ailments/Remedies: Wrinkles Have/Had
MHLBTY058: Ailments/Remedies: Yeast Infection (women only) Have/Had
MHLBTY059: Ailments/Remedies: Any Have/Had
MHLBTY060: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Television Advertisement
MHLBTY061: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Magazine Advertisement
MHLBTY062: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Other Advertisement
MHLBTY063: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Doctor or Healthcare professional
MHLBTY064: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Friends/Family
MHLBTY065: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pamphlets/Brochures
MHLBTY066: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Patient support group
MHLBTY067: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pharmacist
MHLBTY068: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pharmaceutical company
MHLBTY069: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Medical journals
MHLBTY070: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Social Media Site
MHLBTY071: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Other Online/internet site
MHLBTY268: Health & Beauty Aids: Prescription Brands - Used: Abilify
MHLBTY270: Health & Beauty Aids: Prescription Brands - Used: Actonel
MHLBTY271: Health & Beauty Aids: Prescription Brands - Used: Actos
MHLBTY311: Health & Beauty Aids: Prescription Brands - Used: Aczone
MHLBTY272: Health & Beauty Aids: Prescription Brands - Used: Adderall
MHLBTY273: Health & Beauty Aids: Prescription Brands - Used: Advair
MHLBTY274: Health & Beauty Aids: Prescription Brands - Used: Ambien/Ambien CR
MHLBTY278: Health & Beauty Aids: Prescription Brands - Used: Botox
MHLBTY279: Health & Beauty Aids: Prescription Brands - Used: Celebrex
MHLBTY280: Health & Beauty Aids: Prescription Brands - Used: Cialis (men only)
MHLBTY281: Health & Beauty Aids: Prescription Brands - Used: Clarinex
MHLBTY282: Health & Beauty Aids: Prescription Brands - Used: Coreg
MHLBTY381: Health & Beauty Aids: Prescription Brands - Used: Cosentyx
MHLBTY283: Health & Beauty Aids: Prescription Brands - Used: Crestor
MHLBTY284: Health & Beauty Aids: Prescription Brands - Used: Cymbalta
MHLBTY285: Health & Beauty Aids: Prescription Brands - Used: Diflucan
MHLBTY286: Health & Beauty Aids: Prescription Brands - Used: Diovan/Diovan HCT
MHLBTY287: Health & Beauty Aids: Prescription Brands - Used: Dulera
MHLBTY288: Health & Beauty Aids: Prescription Brands - Used: Effexor/Effexor XR
MHLBTY289: Health & Beauty Aids: Prescription Brands - Used: Eliquis
MHLBTY290: Health & Beauty Aids: Prescription Brands - Used: Enbrel
MHLBTY382: Health & Beauty Aids: Prescription Brands - Used: EpiPen
MHLBTY291: Health & Beauty Aids: Prescription Brands - Used: Evista (women only)
MHLBTY383: Health & Beauty Aids: Prescription Brands - Used: Farxiga
MHLBTY292: Health & Beauty Aids: Prescription Brands - Used: Flomax (men only)
MHLBTY293: Health & Beauty Aids: Prescription Brands - Used: Flovent
MHLBTY294: Health & Beauty Aids: Prescription Brands - Used: Fosamax (women only)
MHLBTY295: Health & Beauty Aids: Prescription Brands - Used: Glucophage/Glucophage XR
MHLBTY296: Health & Beauty Aids: Prescription Brands - Used: Humira

MHLBTY297: Health & Beauty Aids: Prescription Brands - Used: Imitrex
MHLBTY384: Health & Beauty Aids: Prescription Brands - Used: Invokana
MHLBTY298: Health & Beauty Aids: Prescription Brands - Used: Januvia
MHLBTY385: Health & Beauty Aids: Prescription Brands - Used: Jublia
MHLBTY299: Health & Beauty Aids: Prescription Brands - Used: Juvederm
MHLBTY300: Health & Beauty Aids: Prescription Brands - Used: Lamisil
MHLBTY386: Health & Beauty Aids: Prescription Brands - Used: Latuda
MHLBTY301: Health & Beauty Aids: Prescription Brands - Used: Lexapro
MHLBTY387: Health & Beauty Aids: Prescription Brands - Used: Linzess
MHLBTY302: Health & Beauty Aids: Prescription Brands - Used: Lipitor
MHLBTY303: Health & Beauty Aids: Prescription Brands - Used: Lovaza
MHLBTY304: Health & Beauty Aids: Prescription Brands - Used: Lyrica
MHLBTY388: Health & Beauty Aids: Prescription Brands - Used: Medical marijuana
MHLBTY305: Health & Beauty Aids: Prescription Brands - Used: Nasonex
MHLBTY306: Health & Beauty Aids: Prescription Brands - Used: Nexium
MHLBTY307: Health & Beauty Aids: Prescription Brands - Used: Norvasc
MHLBTY389: Health & Beauty Aids: Prescription Brands - Used: Opdivo
MHLBTY308: Health & Beauty Aids: Prescription Brands - Used: Ortho Tri-cyclen (women only)
MHLBTY309: Health & Beauty Aids: Prescription Brands - Used: Paxil/Paxil CR
MHLBTY310: Health & Beauty Aids: Prescription Brands - Used: Plavix
MHLBTY312: Health & Beauty Aids: Prescription Brands - Used: Pravachol
MHLBTY392: Health & Beauty Aids: Prescription Brands - Used: Premarin (women only)
MHLBTY313: Health & Beauty Aids: Prescription Brands - Used: Prericid
MHLBTY314: Health & Beauty Aids: Prescription Brands - Used: Pristiq
MHLBTY315: Health & Beauty Aids: Prescription Brands - Used: Prolia (women only)
MHLBTY316: Health & Beauty Aids: Prescription Brands - Used: Protonix
MHLBTY317: Health & Beauty Aids: Prescription Brands - Used: Prozac
MHLBTY318: Health & Beauty Aids: Prescription Brands - Used: Restasis
MHLBTY319: Health & Beauty Aids: Prescription Brands - Used: Seroquel
MHLBTY320: Health & Beauty Aids: Prescription Brands - Used: Singulair
MHLBTY321: Health & Beauty Aids: Prescription Brands - Used: Spiriva
MHLBTY323: Health & Beauty Aids: Prescription Brands - Used: Viagra (men only)
MHLBTY324: Health & Beauty Aids: Prescription Brands - Used: Tamiflu
MHLBTY393: Health & Beauty Aids: Prescription Brands - Used: Trulicity
MHLBTY325: Health & Beauty Aids: Prescription Brands - Used: Valtrex
MHLBTY327: Health & Beauty Aids: Prescription Brands - Used: Viagra (men only)
MHLBTY329: Health & Beauty Aids: Prescription Brands - Used: Wellbutrin
MHLBTY322: Health & Beauty Aids: Prescription Brands - Used: Xarelto
MHLBTY331: Health & Beauty Aids: Prescription Brands - Used: Zetia
MHLBTY332: Health & Beauty Aids: Prescription Brands - Used: Zocor
MHLBTY333: Health & Beauty Aids: Prescription Brands - Used: Zolof
MHLBTY335: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: Less than \$10
MHLBTY336: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$10 - \$19
MHLBTY337: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$20 - \$29
MHLBTY338: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$30 - \$49
MHLBTY339: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$50 - \$99
MHLBTY340: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$100 - \$149
MHLBTY341: Health & Beauty Aids: Prescription Drugs - Amount Spent Out Of Pocket: \$150+
MHLBTY342: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 1
MHLBTY343: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 2
MHLBTY344: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 3
MHLBTY345: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 4
MHLBTY346: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 5
MHLBTY347: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 6
MHLBTY348: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 7+
MHLBTY349: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Drug Store/Pharmacy
MHLBTY350: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Supermarket
MHLBTY351: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Discount/Department Store
MHLBTY352: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Mail order
MHLBTY353: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Internet/Online
MHLBTY354: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Other

Diet Control and Eating Habits

MHLBTY126: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Fat-free
MHLBTY127: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Gluten-free
MHLBTY128: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: High fiber
MHLBTY129: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: High protein
MHLBTY376: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Hormone-free
MHLBTY130: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Lactose-free
MHLBTY131: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-calorie
MHLBTY132: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-carb
MHLBTY133: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-cholesterol
MHLBTY134: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-fat
MHLBTY135: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-sodium
MHLBTY136: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Natural or Organic
MHLBTY137: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Probiotic
MHLBTY138: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Sugar-free
MHLBTY139: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Semi-vegetarian
MHLBTY140: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Vegetarian
MHLBTY141: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Vegan
MHLBTY377: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Cooking Light diet
MHLBTY142: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Jenny Craig
MHLBTY378: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Medifast
MHLBTY143: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: MyFitnessPal.com
MHLBTY145: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: South Beach Diet
MHLBTY146: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Weight Watchers
MHLBTY147: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Other diet organization or club
MHLBTY148: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Atkins diet
MHLBTY149: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Doctors care/diet
MHLBTY150: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Diet control book
MHLBTY151: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Exercise program
MHLBTY152: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Surgery
MHLBTY153: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Other
MHLBTY154: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Blood sugar level
MHLBTY155: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Cholesterol level
MHLBTY156: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Food Allergy
MHLBTY157: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Lactose intolerance
MHLBTY159: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Physical fitness
MHLBTY160: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Regularity
MHLBTY161: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Salt restriction
MHLBTY158: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Maintain weight
MHLBTY162: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Weight loss
MHLBTY163: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Other

Home

Climate Control Appliances

MHOME001: Appliances For Climate Control: Air cleaner - electronic Household Owns
MHOME002: Appliances For Climate Control: Central air conditioner Household Owns
MHOME003: Appliances For Climate Control: Air conditioner - separate room Household Owns
MHOME004: Appliances For Climate Control: Attic/whole house fan Household Owns
MHOME005: Appliances For Climate Control: Ceiling fan (not bathroom vent) Household Owns
MHOME006: Appliances For Climate Control: Coal/wood stove Household Owns
MHOME007: Appliances For Climate Control: Central heating - natural gas Household Owns
MHOME008: Appliances For Climate Control: Central heating - oil Household Owns
MHOME249: Appliances For Climate Control: Central heating - propane Household Owns
MHOME009: Appliances For Climate Control: Electric heating (central) Household Owns
MHOME010: Appliances For Climate Control: Space heater (electric) Household Owns
MHOME246: Appliances For Climate Control: Smart or Wi-Fi connected thermostat Household Owns
MHOME011: Appliances For Climate Control: Automatic setback thermostat Household Owns
MHOME012: Appliances For Climate Control: Dehumidifier Household Owns
MHOME013: Appliances For Climate Control: Humidifier Household Owns
MHOME014: Appliances For Climate Control: Fireplace Household Owns
MHOME015: Appliances For Climate Control: Heat Pump Household Owns
MHOME016: Appliances For Climate Control: Kerosene heater Household Owns
MHOME017: Home: Appliances For Climate Control - Decision Maker: Yourself (alone or with someone else)
MHOME018: Home: Appliances For Climate Control - Decision Maker: Someone else
MHOME019: Appliances For Climate Control - Summary: Any air conditioner Household Owns
MHOME020: Appliances For Climate Control - Summary: Any fan Household Owns
MHOME021: Appliances For Climate Control - Summary: Any climate control appliance Household Owns

Bedding and Bath Goods

MHOME022: Home: Bedding And Bath Goods - Amount Spent In Total: Less than \$50
MHOME023: Home: Bedding And Bath Goods - Amount Spent In Total: \$50 - \$149
MHOME024: Home: Bedding And Bath Goods - Amount Spent In Total: \$150+
MHOME025: Home: Bedding And Bath Goods - Bought: Bathmat (in tub)
MHOME026: Home: Bedding And Bath Goods - Bought: Shower curtain
MHOME027: Home: Bedding And Bath Goods - Bought: Towels
MHOME028: Home: Bedding And Bath Goods - Bought: Pillowcases
MHOME029: Home: Bedding And Bath Goods - Bought: Sheets
MHOME030: Home: Bedding And Bath Goods - Bought: Electric blankets
MHOME031: Home: Bedding And Bath Goods - Bought: Other blankets
MHOME032: Home: Bedding And Bath Goods - Bought: Bedspreads
MHOME033: Home: Bedding And Bath Goods - Bought: Pillows
MHOME034: Home: Bedding And Bath Goods - Bought: Pillow shams
MHOME035: Home: Bedding And Bath Goods - Bought: Comforters/quilts
MHOME036: Home: Bedding And Bath Goods - Bought: Dust ruffles
MHOME037: Home: Bedding And Bath Goods - Decision Maker: Yourself (alone or with someone else)
MHOME038: Home: Bedding And Bath Goods - Decision Maker: Someone else

Gardening

MHOME039: Home: Garden: Have a garden
MHOME040: Home: Garden: Participated in outdoor gardening in last 12 months
MHOME041: Home: Garden - Activities Engaged: Flowers/Ornamentals
MHOME042: Home: Garden - Activities Engaged: Vegetable Growing
MHOME043: Home: Garden - Activities Engaged: Herb Growing
MHOME044: Home: Garden - Activities Engaged: Fruit (Not Trees)
MHOME045: Home: Garden - Activities Engaged: Lawn Care
MHOME046: Home: Garden - Activities Engaged: Berries & Brambles
MHOME047: Home: Garden - Number Of Days Personally Gardened: 1 - 9
MHOME048: Home: Garden - Number Of Days Personally Gardened: 10 - 19
MHOME049: Home: Garden - Number Of Days Personally Gardened: 20 - 29
MHOME050: Home: Garden - Number Of Days Personally Gardened: 30 - 39
MHOME051: Home: Garden - Number Of Days Personally Gardened: 40 - 59
MHOME052: Home: Garden - Number Of Days Personally Gardened: 60 - 79
MHOME053: Home: Garden - Number Of Days Personally Gardened: 80 - 99
MHOME054: Home: Garden - Number Of Days Personally Gardened: 100 - 124

MHOME055: Home: Garden - Number Of Days Personally Gardened: 125 - 150
MHOME056: Home: Garden - Number Of Days Personally Gardened: 151+
MHOME057: Home: Garden - Size: Under 250 square feet
MHOME058: Home: Garden - Size: 250-499 square feet
MHOME059: Home: Garden - Size: 500-1999 square feet
MHOME060: Home: Garden - Size: 2000+ square feet
MHOME289: Professional Exterminators: Total Users: Had treatment last 12 months: Total Category
MHOME290: Home: Property And Garden Maintenance - Amount Spent In Total: Less than \$50
MHOME291: Home: Property And Garden Maintenance - Amount Spent In Total: \$50 - \$99
MHOME292: Home: Property And Garden Maintenance - Amount Spent In Total: \$100 - \$149
MHOME293: Home: Property And Garden Maintenance - Amount Spent In Total: \$150 - \$299
MHOME294: Home: Property And Garden Maintenance - Amount Spent In Total: \$300 - \$499
MHOME295: Home: Property And Garden Maintenance - Amount Spent In Total: \$500 - \$799
MHOME296: Home: Property And Garden Maintenance - Amount Spent In Total: \$800+
MHOME297: Home: Property And Garden Maintenance - Items Bought: Bulbs
MHOME298: Home: Property And Garden Maintenance - Items Bought: Flower seeds
MHOME299: Home: Property And Garden Maintenance - Items Bought: Garden fertilizer
MHOME300: Home: Property And Garden Maintenance - Items Bought: Garden insecticides
MHOME301: Home: Property And Garden Maintenance - Items Bought: Garden soil
MHOME302: Home: Property And Garden Maintenance - Items Bought: Lawn fertilizer with weed control
MHOME303: Home: Property And Garden Maintenance - Items Bought: Lawn fertilizer without weed control
MHOME304: Home: Property And Garden Maintenance - Items Bought: Lawn insecticides
MHOME305: Home: Property And Garden Maintenance - Items Bought: Lawn maintenance service
MHOME306: Home: Property And Garden Maintenance - Items Bought: Lawn seed
MHOME307: Home: Property And Garden Maintenance - Items Bought: Organic soil additives
MHOME308: Home: Property And Garden Maintenance - Items Bought: Plant food (outdoor)
MHOME309: Home: Property And Garden Maintenance - Items Bought: Pool chemicals
MHOME310: Home: Property And Garden Maintenance - Items Bought: Potting soil
MHOME311: Home: Property And Garden Maintenance - Items Bought: Shrubs & plants (outdoor)
MHOME312: Home: Property And Garden Maintenance - Items Bought: Top soil
MHOME313: Home: Property And Garden Maintenance - Items Bought: Trees
MHOME314: Home: Property And Garden Maintenance - Items Bought: Vegetable plants
MHOME315: Home: Property And Garden Maintenance - Items Bought: Vegetable seeds
MHOME316: Home: Property And Garden Maintenance - Items Bought: Weed killer
MHOME317: Home: Property And Garden Maintenance - Used Service: For property/garden maintenance

Tools

MHOME399: Tools - Bought: Air compressor (not 12 volt inflator) Acquired in Last 12 Months
MHOME400: Tools - Bought: Automotive tools Acquired in Last 12 Months
MHOME401: Tools - Bought: Car vacuum Acquired in Last 12 Months
MHOME402: Tools - Bought: Chain saw (gas) Acquired in Last 12 Months
MHOME403: Tools - Bought: Chain saw (electric) Acquired in Last 12 Months
MHOME404: Tools - Bought: Chipper/Shredder Acquired in Last 12 Months
MHOME405: Tools - Bought: Circular saw (portable) Acquired in Last 12 Months
MHOME406: Tools - Bought: Decorative paint tools/kits Acquired in Last 12 Months
MHOME407: Tools - Bought: Drive bits Acquired in Last 12 Months
MHOME408: Tools - Bought: Electric car polisher Acquired in Last 12 Months
MHOME409: Tools - Bought: Electric drill - cordless Acquired in Last 12 Months
MHOME410: Tools - Bought: Electric drill - corded Acquired in Last 12 Months
MHOME411: Tools - Bought: Electric router Acquired in Last 12 Months
MHOME412: Tools - Bought: Electric sander Acquired in Last 12 Months
MHOME413: Tools - Bought: Electric screwdriver (cordless) Acquired in Last 12 Months
MHOME414: Tools - Bought: Glue gun Acquired in Last 12 Months
MHOME415: Tools - Bought: Hand tools Acquired in Last 12 Months
MHOME416: Tools - Bought: Jig/Sabre saw (portable) Acquired in Last 12 Months
MHOME417: Tools - Bought: Lawn mower - riding Acquired in Last 12 Months
MHOME418: Tools - Bought: Lawn mower (non-power) Acquired in Last 12 Months
MHOME419: Tools - Bought: Lawn mower walk behind (electric) Acquired in Last 12 Months
MHOME420: Tools - Bought: Lawn mower walk behind (gas) Acquired in Last 12 Months

MHOME421: Tools - Bought: Lawn or garden tractor Acquired in Last 12 Months
MHOME422: Tools - Bought: Lawn sprinkler Acquired in Last 12 Months
MHOME423: Tools - Bought: Leaf shredder Acquired in Last 12 Months
MHOME424: Tools - Bought: Outdoor blower (gas) Acquired in Last 12 Months
MHOME425: Tools - Bought: Outdoor blower (electric) Acquired in Last 12 Months
MHOME426: Tools - Bought: Paint sprayer Acquired in Last 12 Months
MHOME427: Tools - Bought: Pliers Acquired in Last 12 Months
MHOME428: Tools - Bought: Pneumatic tools Acquired in Last 12 Months
MHOME429: Tools - Bought: Power ratchet cordless Acquired in Last 12 Months
MHOME430: Tools - Bought: Saw blades Acquired in Last 12 Months
MHOME431: Tools - Bought: Shears (non-electric) Acquired in Last 12 Months
MHOME432: Tools - Bought: Shovel Acquired in Last 12 Months
MHOME433: Tools - Bought: Snowblower Acquired in Last 12 Months
MHOME434: Tools - Bought: Staple gun Acquired in Last 12 Months
MHOME435: Tools - Bought: Stationary band saw Acquired in Last 12 Months
MHOME436: Tools - Bought: Stationary drill press Acquired in Last 12 Months
MHOME437: Tools - Bought: Stationary table saw Acquired in Last 12 Months
MHOME438: Tools - Bought: Stationary radial arm saw Acquired in Last 12 Months
MHOME439: Tools - Bought: Tiller (garden) Acquired in Last 12 Months
MHOME440: Tools - Bought: Trimmer/Edger (electric) Acquired in Last 12 Months
MHOME441: Tools - Bought: Trimmer/Edger (gas) Acquired in Last 12 Months
MHOME442: Tools - Bought: Wallpaper stripper Acquired in Last 12 Months
MHOME443: Tools - Bought: Welder Acquired in Last 12 Months
MHOME444: Tools - Bought: Wet-dry shop vacuum Acquired in Last 12 Months
MHOME445: Tools - Bought: Workbench (portable) Acquired in Last 12 Months
MHOME446: Tools - Bought: Other Acquired in Last 12 Months
MHOME447: Tools - Bought: Any tools Acquired in Last 12 Months
MHOME448: Home: Tools - Decision Maker: Yourself (alone or with someone else)
MHOME449: Home: Tools - Decision Maker: Someone else

Home Improvements and Remodeling

MHOME061: Home Improvements: Bathroom or kitchen faucets Household Bought in last 12 months
MHOME062: Home Improvements: Other bathroom or kitchen plumbing fixtures Household Bought in last 12 months
MHOME063: Home Improvements: Insulation for ceiling floor and/or walls Household Bought in last 12 months
MHOME064: Home Improvements: Exterior light fixtures Household Bought in last 12 months
MHOME065: Home Improvements: Interior light fixtures Household Bought in last 12 months
MHOME066: Home Improvements: Clean-air filter Household Bought in last 12 months
MHOME250: Home Improvements: Solar panels Household Bought in last 12 months
MHOME068: Home Improvements: Down spouts/gutters Household Bought in last 12 months
MHOME069: Home Improvements: Yard fence Household Bought in last 12 months
MHOME070: Home Improvements: Wallpaper/covering Household Bought in last 12 months
MHOME071: Home Improvements: Exterior painting Household Bought in last 12 months
MHOME072: Home Improvements: Interior painting Household Bought in last 12 months
MHOME073: Home: Home Improvements - Amount Spent In Total: Under \$150
MHOME074: Home: Home Improvements - Amount Spent In Total: \$150 - \$499
MHOME075: Home: Home Improvements - Amount Spent In Total: \$500 - \$999
MHOME076: Home: Home Improvements - Amount Spent In Total: \$1000 - \$1999
MHOME077: Home: Home Improvements - Amount Spent In Total: \$2000+
MHOME078: Home: Home Improvements - Amount Spent In Total: Used a home decorating service in the last 12 months
MHOME079: Home: Home Improvements - Environmentally Friendly/Green Products: Used any environmentally friendly/green products
MHOME080: Home: Home Improvements - Number Of Improvements Done Personally: 1
MHOME081: Home: Home Improvements - Number Of Improvements Done Personally: 2
MHOME082: Home: Home Improvements - Number Of Improvements Done Personally: 3
MHOME083: Home: Home Improvements - Number Of Improvements Done Personally: 4+
MHOME084: Home: Home Improvements - Summary: Any home improvements
MHOME085: Home: Home Improvements - Who Did Work: Yourself or other household member
MHOME086: Home: Home Improvements - Who Did Work: Outside contractor
MHOME087: Home Remodeling: Convert garage/attic/basement into living space Household has done last 12 months
MHOME088: Home Remodeling: Remodel bathroom Household has done last 12 months
MHOME089: Home Remodeling: Remodel kitchen Household has done last 12 months
MHOME090: Home Remodeling: Remodel bedroom Household has done last 12 months
MHOME091: Home Remodeling: Convert room to home office Household has done last 12 months

MHOME092: Home Remodeling: Convert room to home theater Household has done last 12 months
MHOME093: Home Remodeling: Remodel other rooms Household has done last 12 months
MHOME094: Home Remodeling: Add bathroom Household has done last 12 months
MHOME095: Home Remodeling: Add/extend garage Household has done last 12 months
MHOME096: Home Remodeling: Add other rooms - exterior addition Household has done last 12 months
MHOME097: Home Remodeling: Add deck/porch/patio Household has done last 12 months
MHOME098: Home Remodeling: Roofing Household has done last 12 months
MHOME099: Home Remodeling: Siding - vinyl/metal Household has done last 12 months
MHOME100: Home Remodeling: Aluminum windows Household has done last 12 months
MHOME101: Home Remodeling: Clad-wood/Wood windows Household has done last 12 months
MHOME102: Home Remodeling: Vinyl windows Household has done last 12 months
MHOME103: Home Remodeling: Ceramic tile floors Household has done last 12 months
MHOME104: Home Remodeling: Hardwood floors Household has done last 12 months
MHOME105: Home Remodeling: Laminate flooring Household has done last 12 months
MHOME106: Home Remodeling: Vinyl flooring Household has done last 12 months
MHOME107: Home Remodeling: Carpeting Household has done last 12 months
MHOME108: Home Remodeling: Kitchen cabinets Household has done last 12 months
MHOME109: Home Remodeling: Kitchen counter tops Household has done last 12 months
MHOME110: Home Remodeling: Skylights Household has done last 12 months
MHOME111: Home Remodeling: Exterior doors Household has done last 12 months
MHOME112: Home Remodeling: Interior doors Household has done last 12 months
MHOME113: Home Remodeling: Garage doors Household has done last 12 months
MHOME114: Home Remodeling: Concrete or masonry work Household has done last 12 months
MHOME115: Home Remodeling: Swimming pool - in ground Household has done last 12 months
MHOME116: Home Remodeling: Ceramic wall tile Household has done last 12 months
MHOME117: Home: Home Remodeling - Amount Spent In Total: Under \$500
MHOME118: Home: Home Remodeling - Amount Spent In Total: \$500 - \$2499
MHOME119: Home: Home Remodeling - Amount Spent In Total: \$2500 - \$4999
MHOME120: Home: Home Remodeling - Amount Spent In Total: \$5000 - \$7499
MHOME121: Home: Home Remodeling - Amount Spent In Total: \$7500+
MHOME122: Home: Home Remodeling - Environmentally Friendly/Green Products: Used any environmentally friendly/green products
MHOME123: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 1
MHOME124: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 2
MHOME125: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 3
MHOME126: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 4
MHOME127: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 5
MHOME128: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 6
MHOME129: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 7-9
MHOME130: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 10+
MHOME131: Home: Home Remodeling - Summary: Any
MHOME132: Home: Home Remodeling - Who Did The Work: Yourself or other household member
MHOME133: Home: Home Remodeling - Who Did The Work: Outside contractor
MHOME288: Paint/Stain: Total Users: Bought/Last 12 Months: Total Category

Household Furnishings

MHOME162: Home: Household Furnishings - Decision Maker: Yourself (alone or with someone else)
MHOME163: Home: Household Furnishings - Decision Maker: Someone else
MHOME164: Home: Household Furnishings - Rented Any: Yes
MHOME165: Household Furnishings: Big Ticket Items: Wall unit/wall system Bought in last 12 months
MHOME166: Household Furnishings: Big Ticket Items: Sofa/sectional Bought in last 12 months
MHOME167: Household Furnishings: Big Ticket Items: Recliner Bought in last 12 months
MHOME168: Household Furnishings: Big Ticket Items: Sofa-bed convertible Bought in last 12 months
MHOME169: Household Furnishings: Big Ticket Items: Other living room furniture Bought in last 12 months
MHOME170: Household Furnishings: Big Ticket Items: Bed frame/headboard Bought in last 12 months
MHOME171: Household Furnishings: Big Ticket Items: Box Spring Bought in last 12 months
MHOME172: Household Furnishings: Big Ticket Items: Mattress Bought in last 12 months

MHOME173: Household Furnishings: Big Ticket Items: Cedar chests Bought in last 12 months
MHOME174: Household Furnishings: Big Ticket Items: Other bedroom furniture Bought in last 12 months
MHOME175: Household Furnishings: Big Ticket Items: Kitchen furniture Bought in last 12 months
MHOME176: Household Furnishings: Big Ticket Items: Dining room furniture Bought in last 12 months
MHOME177: Household Furnishings: Big Ticket Items: Family room furniture Bought in last 12 months
MHOME178: Household Furnishings: Big Ticket Items: Home office furniture Bought in last 12 months
MHOME179: Household Furnishings: Big Ticket Items: Piano Bought in last 12 months
MHOME180: Household Furnishings: Big Ticket Items: Picture frames - custom made Bought in last 12 months
MHOME181: Household Furnishings: Big Ticket Items: Window coverings - custom made Bought in last 12 months
MHOME182: Household Furnishings: Big Ticket Items: Wall-to-wall carpet Bought in last 12 months
MHOME183: Household Furnishings: Big Ticket Items: Horizontal blinds - custom made Bought in last 12 months
MHOME184: Household Furnishings: Big Ticket Items: Vertical blinds - custom made Bought in last 12 months
MHOME185: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: Under \$500
MHOME186: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$500 - \$999
MHOME187: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$1000 - \$1499
MHOME188: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$1500 - \$2499
MHOME189: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$2500+
MHOME190: Home: Household Furnishings: Big Ticket Items - Summary: Owns
MHOME191: Home: Household Furnishings: Big Ticket Items - Summary: Bought in last 12 months
MHOME192: Household Furnishings: Low Ticket Items: Awning Bought in last 12 months
MHOME193: Household Furnishings: Low Ticket Items: Draperies Bought in last 12 months
MHOME194: Household Furnishings: Low Ticket Items: Curtains Bought in last 12 months
MHOME195: Household Furnishings: Low Ticket Items: Horizontal blinds - ready made Bought in last 12 months
MHOME196: Household Furnishings: Low Ticket Items: Vertical blinds - ready made Bought in last 12 months
MHOME197: Household Furnishings: Low Ticket Items: Pleated shades Bought in last 12 months
MHOME198: Household Furnishings: Low Ticket Items: Lawn/porch furniture Bought in last 12 months
MHOME199: Household Furnishings: Low Ticket Items: Patio/deck cover Bought in last 12 months
MHOME200: Household Furnishings: Low Ticket Items: Air mattress (Inflatable) Bought in last 12 months
MHOME201: Household Furnishings: Low Ticket Items: Upholstery fabric Bought in last 12 months
MHOME202: Household Furnishings: Low Ticket Items: Area rug Bought in last 12 months
MHOME203: Household Furnishings: Low Ticket Items: Room size rug Bought in last 12 months
MHOME204: Household Furnishings: Low Ticket Items: Indoor/outdoor carpet Bought in last 12 months
MHOME205: Household Furnishings: Low Ticket Items: Table/floor lamps Bought in last 12 months
MHOME206: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: Under \$100
MHOME207: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$100 - \$199
MHOME208: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$200 - \$349
MHOME209: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$350 - \$499
MHOME210: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$500+
MHOME211: Home: Household Furnishings: Low Ticket Items - Summary: Owns
MHOME212: Home: Household Furnishings: Low Ticket Items - Summary: Bought in last 12 months

Housekeeping Services

MHOME213: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: More than once a week
MHOME214: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: Once a week
MHOME215: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: 2 - 3 times a month
MHOME216: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: Once a month
MHOME217: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: Less than once a month
MHOME218: Home: Housekeeping Services - How Often Cleaned By Maid Or Housekeeper: Used in last 12 months
MHOME219: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: More than once a week
MHOME220: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: Once a week
MHOME221: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: 2 - 3 times a month
MHOME222: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: Once a month
MHOME223: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: Less than once a month
MHOME224: Home: Housekeeping Services - How Often Cleaned By Professional Cleaning Service: Used in last 12 months
MHOME225: Home: Housekeeping Services - Used: Professional carpet cleaning service
MHOME226: Home: Housekeeping Services - Used: Professional furniture cleaning service
MHOME227: Home: Housekeeping Services - Used: Any housekeeping/professional cleaning service

Baby Supplies and Equipment

MBABY001: Baby Bath Wash And Soap: Households: Used in last 6 months: Total Category
MBABY002: Baby Foods: Households: Used in last 6 months: Total Category
MBABY007: Household Products - Baby/Children: Baby Furniture & Equipment - Amount Spent In Total: Less than \$100
MBABY004: Household Products - Baby/Children: Baby Furniture & Equipment - Amount Spent In Total: \$100+
MBABY005: Baby Furniture & Equipment - Bought: Activity Mat Now owns or Bought in last 6 months
MBABY006: Baby Furniture & Equipment - Bought: Baby carrier (front or back) Now owns or Bought in last 6 months
MBABY008: Baby Furniture & Equipment - Bought: Baby car seat Now owns or Bought in last 6 months
MBABY009: Baby Furniture & Equipment - Bought: Bathing/dressing table Now owns or Bought in last 6 months
MBABY010: Baby Furniture & Equipment - Bought: Baby bath tub Now owns or Bought in last 6 months
MBABY011: Baby Furniture & Equipment - Bought: Baby mobiles Now owns or Bought in last 6 months
MBABY012: Baby Furniture & Equipment - Bought: Baby monitor Now owns or Bought in last 6 months
MBABY014: Baby Furniture & Equipment - Bought: Bouncer seat Now owns or Bought in last 6 months
MBABY015: Baby Furniture & Equipment - Bought: Breast pump Now owns or Bought in last 6 months
MBABY016: Baby Furniture & Equipment - Bought: Cloth Diapers Now owns or Bought in last 6 months
MBABY017: Baby Furniture & Equipment - Bought: Crib mattress Now owns or Bought in last 6 months
MBABY018: Baby Furniture & Equipment - Bought: High chair Now owns or Bought in last 6 months
MBABY019: Baby Furniture & Equipment - Bought: Infant crib Now owns or Bought in last 6 months
MBABY020: Baby Furniture & Equipment - Bought: Infant swing Now owns or Bought in last 6 months
MBABY021: Baby Furniture & Equipment - Bought: Jump seat Now owns or Bought in last 6 months
MBABY022: Baby Furniture & Equipment - Bought: Juvenile bed Now owns or Bought in last 6 months
MBABY023: Baby Furniture & Equipment - Bought: Nursing pillow Now owns or Bought in last 6 months
MBABY024: Baby Furniture & Equipment - Bought: Playpen Now owns or Bought in last 6 months
MBABY025: Baby Furniture & Equipment - Bought: Stroller Now owns or Bought in last 6 months

MBABY026: Baby Furniture & Equipment - Bought: Stuffed toys Now owns or Bought in last 6 months
MBABY027: Baby Furniture & Equipment - Bought: Toilet chair Now owns or Bought in last 6 months
MBABY028: Baby Furniture & Equipment - Bought: Walker Now owns or Bought in last 6 months
MBABY029: Baby Furniture & Equipment - Bought: Other Now owns or Bought in last 6 months
MBABY030: Baby Furniture & Equipment - Bought: Any Baby Furniture & Equipment Now owns or Bought in last 6 months
MBABY031: Baby Lotion: Households: Used in last 6 months: Total Category
MBABY032: Baby Nursers/Bottles: Households: Used in last 6 months: Total Category
MBABY033: Baby Oil: Households: Used in last 6 months: Total Category
MBABY034: Baby Ointments And Creams: Households: Used in last 6 months: Total Category
MBABY035: Baby Powder: Households: Used in last 6 months: Total Category
MBABY036: Baby Shampoo: Households: Used in last 6 months: Total Category

Childrens Clothing

MCHCL001: Household Products - Baby/Children: Childrens Clothing - Amount Spent In Total: \$50 or less
MCHCL002: Household Products - Baby/Children: Childrens Clothing - Amount Spent In Total: \$51 - \$99
MCHCL003: Household Products - Baby/Children: Childrens Clothing - Amount Spent In Total: \$100 - \$199
MCHCL004: Household Products - Baby/Children: Childrens Clothing - Amount Spent In Total: \$200 - \$399
MCHCL005: Household Products - Baby/Children: Childrens Clothing - Amount Spent In Total: \$400+
MCHCL006: Childrens Clothing - Number Bought For Baby Under 1 Year: Outerwear Any
MCHCL007: Childrens Clothing - Number Bought For Baby Under 1 Year: Sleepwear Any
MCHCL008: Childrens Clothing - Number Bought For Baby Under 1 Year: Stretchies Any
MCHCL009: Childrens Clothing - Number Bought For Baby Under 1 Year: Underwear (not diapers) Any
MCHCL010: Childrens Clothing - Number Bought For Baby Under 1 Year: Waterproof Pants Any
MCHCL011: Childrens Clothing - Number Bought For Children 1-2 Years: Jeans or Slacks Any
MCHCL012: Childrens Clothing - Number Bought For Children 1-2 Years: Outerwear Any
MCHCL013: Childrens Clothing - Number Bought For Children 1-2 Years: Shorts Any
MCHCL014: Childrens Clothing - Number Bought For Children 1-2 Years: Sleepwear Any
MCHCL015: Childrens Clothing - Number Bought For Children 1-2 Years: Suits or Dresses Any
MCHCL016: Childrens Clothing - Number Bought For Children 1-2 Years: Sweatshirts/Sweatpants Any
MCHCL017: Childrens Clothing - Number Bought For Children 1-2 Years: Tops/Shirts Any
MCHCL018: Childrens Clothing - Number Bought For Children 1-2 Years: Underwear (not diapers) Any
MCHCL019: Childrens Clothing - Number Bought For Children 1-2 Years: Waterproof Pants Any
MCHCL020: Childrens Clothing - Number Bought For Children 3-5 Years: Jeans or Slacks Any
MCHCL021: Childrens Clothing - Number Bought For Children 3-5 Years: Outerwear Any
MCHCL022: Childrens Clothing - Number Bought For Children 3-5 Years: Shorts Any
MCHCL023: Childrens Clothing - Number Bought For Children 3-5 Years: Sleepwear Any
MCHCL024: Childrens Clothing - Number Bought For Children 3-5 Years: Suits or Dresses Any
MCHCL025: Childrens Clothing - Number Bought For Children 3-5 Years: Sweatshirts/Sweatpants Any
MCHCL026: Childrens Clothing - Number Bought For Children 3-5 Years: Tops/Shirts Any
MCHCL027: Childrens Clothing - Number Bought For Children 3-5 Years: Underwear (not diapers) Any
MCHCL028: Childrens Clothing - Number Bought For Children 3-5 Years: Waterproof Pants Any
MCHCL029: Childrens Clothing - Number Bought For Children 6-12 Years: Jeans Any
MCHCL030: Childrens Clothing - Number Bought For Children 6-12 Years: Outerwear Any
MCHCL031: Childrens Clothing - Number Bought For Children 6-12 Years: Shorts Any
MCHCL032: Childrens Clothing - Number Bought For Children 6-12 Years: Slacks Any
MCHCL033: Childrens Clothing - Number Bought For Children 6-12 Years: Sleepwear Any
MCHCL034: Childrens Clothing - Number Bought For Children 6-12 Years: Suits or Dresses Any
MCHCL035: Childrens Clothing - Number Bought For Children 6-12 Years: Sweatshirts/Sweatpants Any
MCHCL036: Childrens Clothing - Number Bought For Children 6-12 Years: Sweaters Any
MCHCL037: Childrens Clothing - Number Bought For Children 6-12 Years: Tops/Shirts Any

MCHCL038: Childrens Clothing - Number Bought For Children 6-12 Years: Underwear Any
MCHCL039: Childrens Clothing - Summary: Any Item For Baby Under 1 Year Any
MCHCL040: Childrens Clothing - Summary: Any Item For Child 1-2 Years Any
MCHCL041: Childrens Clothing - Summary: Any Item For Child 3-5 Years Any
MCHCL042: Childrens Clothing - Summary: Any Item For Child 6-12 Years Any
MCHCL043: Childrens Clothing - Summary: Any Item For Child 12 Years or Under Any
MCHGE003: Childrens Shoes: Households: Bought/Last 6 Months: Total Category

Childrens Products

MCHGE001: Childrens Cold Tablets & Liquids: Households: Used in last 6 months: Total Category
MCHGE002: Childrens Cough Syrup: Households: Used in last 6 months: Total Category
MCHGE004: Cotton Swabs: Households: Used in last 6 months: Total Category
MCHGE005: Disposable Diapers/Underpants: Households: Used in last 6 months: Total Category
MCHGE006: Infant Cereal: Households: Used in last 6 months: Total Category
MCHGE010: Pain Relievers & Fever Reducers For Children: Households: Used in last 6 months: Total Category
MCHGE008: Pre-Moistened Baby/Childrens Wipes: Households: Used in last 6 months: Total Category
MCHGE009: Prepared Infant Formula: Households: Used in last 6 months: Total Category
MCHGE010: Teething Remedies: Households: Used in last 6 months: Total Category
MCHGE011: Vitamins/Nutritional Supplements For Children: Households: Used in last 6 months: Total Category

Childrens Toys and Games

MCHTOY004: Childrens Toys & Games - Amount Spent: For children under 1 year Under \$20
MCHTOY005: Childrens Toys & Games - Amount Spent: For children under 1 year \$20 - \$39
MCHTOY006: Childrens Toys & Games - Amount Spent: For children under 1 year \$40 - \$99
MCHTOY007: Childrens Toys & Games - Amount Spent: For children under 1 year \$100 - \$199
MCHTOY008: Childrens Toys & Games - Amount Spent: For children under 1 year \$200 - \$499
MCHTOY009: Childrens Toys & Games - Amount Spent: For children under 1 year \$500+
MCHTOY010: Childrens Toys & Games - Amount Spent: For children 1-2 years Under \$20
MCHTOY011: Childrens Toys & Games - Amount Spent: For children 1-2 years \$20 - \$39
MCHTOY012: Childrens Toys & Games - Amount Spent: For children 1-2 years \$40 - \$99
MCHTOY013: Childrens Toys & Games - Amount Spent: For children 1-2 years \$100 - \$199
MCHTOY014: Childrens Toys & Games - Amount Spent: For children 1-2 years \$200 - \$499
MCHTOY015: Childrens Toys & Games - Amount Spent: For children 1-2 years \$500+
MCHTOY016: Childrens Toys & Games - Amount Spent: For children 3-5 years Under \$20
MCHTOY017: Childrens Toys & Games - Amount Spent: For children 3-5 years \$20 - \$39
MCHTOY018: Childrens Toys & Games - Amount Spent: For children 3-5 years \$40 - \$99
MCHTOY019: Childrens Toys & Games - Amount Spent: For children 3-5 years \$100 - \$199
MCHTOY020: Childrens Toys & Games - Amount Spent: For children 3-5 years \$200 - \$499
MCHTOY021: Childrens Toys & Games - Amount Spent: For children 3-5 years \$500+
MCHTOY022: Childrens Toys & Games - Amount Spent: For children 6-11 years Under \$20
MCHTOY023: Childrens Toys & Games - Amount Spent: For children 6-11 years \$20 - \$39
MCHTOY024: Childrens Toys & Games - Amount Spent: For children 6-11 years \$40 - \$99
MCHTOY025: Childrens Toys & Games - Amount Spent: For children 6-11 years \$100 - \$199
MCHTOY026: Childrens Toys & Games - Amount Spent: For children 6-11 years \$200 - \$499
MCHTOY027: Childrens Toys & Games - Amount Spent: For children 6-11 years \$500+
MCHTOY028: Childrens Toys & Games - Amount Spent: For children 12-17 years Under \$20
MCHTOY029: Childrens Toys & Games - Amount Spent: For children 12-17 years \$20 - \$39
MCHTOY030: Childrens Toys & Games - Amount Spent: For children 12-17 years \$40 - \$99
MCHTOY031: Childrens Toys & Games - Amount Spent: For children 12-17 years \$100 - \$199

MCHTOY032: Childrens Toys & Games - Amount Spent: For children 12-17 years \$200 - \$499
MCHTOY033: Childrens Toys & Games - Amount Spent: For children 12-17 years \$500+
MCHTOY034: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: Under \$50
MCHTOY035: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$50 - \$99
MCHTOY036: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$100 - \$199
MCHTOY037: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$200 - \$499
MCHTOY038: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$500 - \$999
MCHTOY039: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$1000+
MCHTOY040: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: Any spending
MCHTOY041: Childrens Toys & Games - Number Bought: Large/baby dolls Any
MCHTOY042: Childrens Toys & Games - Number Bought: Boy action figures Any
MCHTOY043: Childrens Toys & Games - Number Bought: Girl action figures Any
MCHTOY044: Childrens Toys & Games - Number Bought: Fashion dolls Any
MCHTOY045: Childrens Toys & Games - Number Bought: Plush dolls/animals Any
MCHTOY046: Childrens Toys & Games - Number Bought: Electronic dolls/animals Any
MCHTOY047: Childrens Toys & Games - Number Bought: Doll clothing Any
MCHTOY048: Childrens Toys & Games - Number Bought: Doll accessories Any
MCHTOY049: Childrens Toys & Games - Number Bought: Construction toys Any
MCHTOY050: Childrens Toys & Games - Number Bought: Educational toys Any
MCHTOY051: Childrens Toys & Games - Number Bought: Mechanical toys Any
MCHTOY052: Childrens Toys & Games - Number Bought: Model kits/Model sets Any
MCHTOY001: Childrens Toys & Games - Number Bought: Clay/dough/sand Any
MCHTOY002: Childrens Toys & Games - Number Bought: Arts & crafts Any
MCHTOY053: Childrens Toys & Games - Number Bought: Action games Any
MCHTOY054: Childrens Toys & Games - Number Bought: Board games Any
MCHTOY055: Childrens Toys & Games - Number Bought: Sound games Any
MCHTOY056: Childrens Toys & Games - Number Bought: Word games Any
MCHTOY057: Childrens Toys & Games - Number Bought: Electronic games Any
MCHTOY058: Childrens Toys & Games - Number Bought: Infant toys Any
MCHTOY059: Childrens Toys & Games - Number Bought: Pre-school toys Any
MCHTOY060: Childrens Toys & Games - Number Bought: Builder sets Any
MCHTOY061: Childrens Toys & Games - Number Bought: Cars Any
MCHTOY062: Childrens Toys & Games - Number Bought: Electric trains Any
MCHTOY063: Childrens Toys & Games - Number Bought: Bicycles Any
MCHTOY064: Childrens Toys & Games - Number Bought: Tricycles Any
MCHTOY065: Childrens Toys & Games - Number Bought: Water toys Any
MCHTOY066: Childrens Toys & Games - Number Bought: Other toys Any
MCHTOY067: Childrens Toys & Games - Number Bought: Any toys Any

Groceries

MFOOD001: American Pasteurized Processed Cheese: Households: Used in last 6 months: Total Category
MFOOD002: Bacon And Breakfast Strips: Households: Used in last 6 months: Total Category
MFOOD003: Bagels: Households: Used in last 6 months: Total Category
MFOOD004: Baking Chips: Households: Used in last 6 months: Total Category
MFOOD005: Baking Coconut: Households: Used in last 6 months: Total Category
MFOOD006: Baking Mixes (Excluding Cake Mixes): Households: Used in last 6 months: Total Category
MFOOD007: Baking Powder And Soda: Households: Used in last 6 months: Total Category
MFOOD008: Bar Baking Chocolate: Households: Used in last 6 months: Total Category
MFOOD009: Beef Fresh/Frozen: Households: Used in last 6 months: Total Category
MFOOD010: Bottled Barbecue & Seasoning Sauces: Households: Used in last 6 months: Total Category
MFOOD011: Bratwurst: Households: Used in last 6 months: Total Category
MFOOD012: Bread: Households: Used in last 6 months: Total Category
MFOOD013: Bread Crumbs & Coating Mixes: Households: Used in last 6 months: Total Category
MFOOD014: Breakfast Cereals (Cold): Households: Used in last 6 months: Total Category
MFOOD015: Breakfast Cereals (Hot): Households: Used in last 6 months: Total Category
MFOOD016: Breakfast/Cereal/Granola Bars: Households: Used in last 6 months: Total Category
MFOOD017: Brownie & Cookie Mixes: Households: Used in last 6 months: Total Category
MFOOD018: Butter: Households: Used in last 6 months: Total Category
MFOOD019: Canned Beans With Sauce: Households: Used in last 6 months: Total Category
MFOOD020: Canned Chicken: Households: Used in last 6 months: Total Category

MFOOD021: Canned Meats: Households: Used in last 6 months: Total Category
MFOOD022: Canned Or Jarred Fruit: Households: Used in last 6 months: Total Category
MFOOD023: Canned Or Jarred Soup/Broth: Households: Used in last 6 months: Total Category
MFOOD024: Canned Or Jarred Spaghetti & Macaroni: Households: Used in last 6 months: Total Category
MFOOD025: Canned Or Jarred Vegetables: Households: Used in last 6 months: Total Category
MFOOD026: Canned Stews: Households: Used in last 6 months: Total Category
MFOOD027: Canned Tomatoes: Households: Used in last 6 months: Total Category
MFOOD028: Canned Tuna: Households: Used in last 6 months: Total Category
MFOOD029: Chicken & Turkey Fresh Or Frozen: Households: Used in last 6 months: Total Category
MFOOD030: Chili: Households: Used in last 6 months: Total Category
MFOOD031: Cocoa Powder (For Baking): Households: Used in last 6 months: Total Category
MFOOD032: Cold Cuts: Households: Used in last 6 months: Total Category
MFOOD033: Cooked Hams: Households: Used in last 6 months: Total Category
MFOOD034: Cookies (Ready To Eat): Households: Used in last 6 months: Total Category
MFOOD035: Corn Tortilla & Other Chips & Cheese Snacks: Households: Used in last 6 months: Total Category
MFOOD036: Cottage Cheese: Households: Used in last 6 months: Total Category
MFOOD037: Crackers: Households: Used in last 6 months: Total Category
MFOOD038: Cream Cheese: Households: Used in last 6 months: Total Category
MFOOD039: Dessert Toppings: Households: Used in Last 12 Months: Total Category
MFOOD040: Dinner Mixes And Kits: Households: Used in last 6 months: Total Category
MFOOD041: Dried Fruit: Households: Used in last 6 months: Total Category
MFOOD042: Drink Additives & Hot Cocoa (Add Milk Or Water): Households: Used in last 6 months: Total Category
MFOOD043: Dry Cake Mixes: Households: Used in last 6 months: Total Category
MFOOD044: Dry Soup & Bouillon: Households: Used in last 6 months: Total Category
MFOOD045: Egg Alternatives: Households: Used in last 6 months: Total Category
MFOOD046: Eggs: Households: Used in last 6 months: Total Category
MFOOD047: English Muffins: Households: Used in last 6 months: Total Category
MFOOD048: Evaporated/Condensed Milk: Households: Used in last 6 months: Total Category
MFOOD049: Extracts: Households: Used in last 6 months: Total Category
MFOOD050: Fish & Seafood Fresh Or Frozen: Households: Used in last 6 months: Total Category
MFOOD051: Flavored & Seasoned Rice: Households: Used in last 6 months: Total Category
MFOOD052: Flavored Instant Coffee: Households: Used in last 6 months: Total Category
MFOOD053: Flour/Commeal: Households: Used in last 6 months: Total Category
MFOOD054: Food Prepared From Scratch: Households: Made in Last 6 Months: Total Category
MFOOD055: Frankfurters & Hot Dogs: Households: Used in last 6 months: Total Category
MFOOD056: Fresh Fruit & Vegetables: Households: Used in last 6 months: Total Category
MFOOD057: Fresh Milk: Households: Used in last 6 months: Total Category
MFOOD058: Frostings: Households: Used in last 6 months: Total Category
MFOOD059: Frozen Breaded Chicken: Households: Used in last 6 months: Total Category
MFOOD060: Frozen Breakfasts: Households: Used in last 6 months: Total Category
MFOOD061: Frozen Complete Dinners: Households: Used in last 6 months: Total Category
MFOOD063: Frozen Hot Snacks: Households: Used in last 6 months: Total Category
MFOOD064: Frozen Main Courses (Entrees Or Casseroles): Households: Used in last 6 months: Total Category
MFOOD065: Frozen Orange Juice: Households: Used in last 6 months: Total Category
MFOOD066: Frozen Pancakes/French Toast: Households: Used in last 6 months: Total Category
MFOOD067: Frozen Pizza: Households: Used in last 6 months: Total Category
MFOOD068: Frozen Snacks (Not Frozen Yogurt Or Ice Cream): Households: Used in last 6 months: Total Category
MFOOD069: Frozen Vegetables: Households: Used in last 6 months: Total Category
MFOOD070: Frozen Waffles: Households: Used in last 6 months: Total Category
MFOOD071: Frozen Yogurt: Households: Used in last 6 months: Total Category
MFOOD062: Frozen/Refrigerated Desserts: Households: Used in last 6 months: Total Category
MFOOD072: Frozen/Refrigerated Potato Products: Households: Used in last 6 months: Total Category
MFOOD073: Fruit Snacks: Households: Used in last 6 months: Total Category
MFOOD074: Gelatin And Gelatin Desserts: Households: Used in last 6 months: Total Category
MFOOD075: Grapefruit Juice: Households: Used in last 6 months: Total Category
MFOOD076: Grated Cheese: Households: Used in last 6 months: Total Category
MFOOD077: Gravy/Sauce Mixes And Cooking Sauces: Households: Used in last 6 months: Total Category
MFOOD078: Ground Coffee: Households: Used in last 6 months: Total Category
MFOOD079: Honey: Households: Used in last 6 months: Total Category

MFOOD080: Ice Cream Bars Sandwiches & Bon Bons: Households: Used in last 6 months: Total Category
MFOOD081: Ice Cream Gelato & Sherbet: Households: Used in last 6 months: Total Category
MFOOD082: Instant Breakfast: Households: Used in last 6 months: Total Category
MFOOD083: Instant Iced Tea Mix: Households: Used in Last 12 Months: Total Category
MFOOD084: Instant Or Freeze-Dried Coffee: Households: Used in last 6 months: Total Category
MFOOD085: Jams & Jellies: Households: Used in last 6 months: Total Category
MFOOD086: Ketchup/Catsup: Households: Used in last 6 months: Total Category
MFOOD087: Lunch Or Snack Combinations/Kits: Households: Used in last 6 months: Total Category
MFOOD088: Margarine: Households: Used in last 6 months: Total Category
MFOOD089: Mayonnaise And Mayonnaise Type Spread/Dressing: Households: Used in last 6 months: Total Category
MFOOD090: Meat Snacks: Households: Used in last 6 months: Total Category
MFOOD091: Mexican Foods: Households: Used in last 6 months: Total Category
MFOOD092: Mustard: Households: Used in last 6 months: Total Category
MFOOD093: Natural Or Imported Cheese: Households: Used in last 6 months: Total Category
MFOOD094: Nectars: Households: Used in last 6 months: Total Category
MFOOD095: Non-Dairy Cream Substitutes: Households: Used in last 6 months: Total Category
MFOOD096: Nuts For Cooking: Households: Used in last 6 months: Total Category
MFOOD097: Orange Juice Not Frozen: Households: Used in last 6 months: Total Category
MFOOD098: Household Products - Food products: Organic Foods - Used In Last 6 Months: Any Food
MFOOD099: Household Products - Food products: Organic Foods - Used In Last 6 Months: Baby Food
MFOOD100: Household Products - Food products: Organic Foods - Used In Last 6 Months: Bread
MFOOD101: Household Products - Food products: Organic Foods - Used In Last 6 Months: Breakfast Cereals
MFOOD102: Household Products - Food products: Organic Foods - Used In Last 6 Months: Cheese
MFOOD103: Household Products - Food products: Organic Foods - Used In Last 6 Months: Chocolate
MFOOD104: Household Products - Food products: Organic Foods - Used In Last 6 Months: Coffee
MFOOD105: Household Products - Food products: Organic Foods - Used In Last 6 Months: Fish/Seafood
MFOOD106: Household Products - Food products: Organic Foods - Used In Last 6 Months: Frozen Foods
MFOOD107: Household Products - Food products: Organic Foods - Used In Last 6 Months: Granola
MFOOD108: Household Products - Food products: Organic Foods - Used In Last 6 Months: Ice Cream
MFOOD109: Household Products - Food products: Organic Foods - Used In Last 6 Months: Juice
MFOOD110: Household Products - Food products: Organic Foods - Used In Last 6 Months: Meat
MFOOD111: Household Products - Food products: Organic Foods - Used In Last 6 Months: Pasta
MFOOD112: Household Products - Food products: Organic Foods - Used In Last 6 Months: Peanut Butter
MFOOD113: Household Products - Food products: Organic Foods - Used In Last 6 Months: Poultry
MFOOD114: Household Products - Food products: Organic Foods - Used In Last 6 Months: Soup
MFOOD115: Household Products - Food products: Organic Foods - Used In Last 6 Months: Spaghetti/Pasta Sauce
MFOOD116: Household Products - Food products: Organic Foods - Used In Last 6 Months: Tea
MFOOD117: Household Products - Food products: Organic Foods - Used In Last 6 Months: Other
MFOOD118: Other Bread Products: Households: Used in last 6 months: Total Category
MFOOD119: Other Fruit Juices & Drinks: Households: Used in last 6 months: Total Category
MFOOD120: Other Meat Fresh/Frozen: Households: Used in last 6 months: Total Category
MFOOD121: Packaged Dinners & Side Dishes (Mixes Or Prepared): Households: Used in last 6 months: Total Category
MFOOD122: Packaged Fresh Salad: Households: Used in last 6 months: Total Category
MFOOD123: Packaged Instant Potatoes: Households: Used in last 6 months: Total Category
MFOOD124: Packaged Pie Crust: Households: Used in last 6 months: Total Category
MFOOD125: Packaged Frozen Refrigerated Pasta: Households: Used in last 6 months: Total Category

MFOOD126: Peanut Butter & Other Nut Spreads: Households: Used in last 6 months: Total Category
MFOOD127: Pickle Relish: Households: Used in last 6 months: Total Category
MFOOD128: Pickles: Households: Used in last 6 months: Total Category
MFOOD129: Pizza Mixes And Sauces: Households: Used in last 6 months: Total Category
MFOOD130: Pizza Shells/Crusts: Households: Used in last 6 months: Total Category
MFOOD131: Popping Corn & Popcorn Snacks: Households: Used in last 6 months: Total Category
MFOOD132: Potato Chips: Households: Used in last 6 months: Total Category
MFOOD133: Powdered Fruit & Soft Drinks: Households: Used in last 6 months: Total Category
MFOOD134: Pretzels: Households: Used in last 6 months: Total Category
MFOOD135: Puddings & Pie Fillings: Households: Used in last 6 months: Total Category
MFOOD136: Ready To Eat Doughnuts: Households: Used in last 6 months: Total Category
MFOOD137: Ready To Eat Muffins: Households: Used in last 6 months: Total Category
MFOOD138: Ready To Eat Sweet Rolls & Pastries: Households: Used in last 6 months: Total Category
MFOOD139: Ready To Serve Dips: Households: Used in last 6 months: Total Category
MFOOD140: Refrigerated Meals Entrees Snacks & Sides: Households: Used in last 6 months: Total Category
MFOOD141: Refrigerated/Frozen Bread And Dough Products: Households: Used in last 6 months: Total Category
MFOOD142: Regular Tea: Households: Used in last 6 months: Total Category
MFOOD143: Rice: Households: Used in last 6 months: Total Category
MFOOD144: Rice Cakes: Households: Used in last 6 months: Total Category
MFOOD145: Salad Dressing: Households: Used in last 6 months: Total Category
MFOOD146: Salad Or Cooking Oil: Households: Used in last 6 months: Total Category
MFOOD147: Salad Toppings: Households: Used in last 6 months: Total Category
MFOOD148: Salsa Or Picante Sauce: Households: Used in last 6 months: Total Category
MFOOD149: Salt: Households: Used in last 6 months: Total Category
MFOOD150: Salt Alternatives: Households: Used in last 6 months: Total Category
MFOOD151: Sausage: Households: Used in last 6 months: Total Category
MFOOD152: Seasonings & Spices: Households: Used in last 6 months: Total Category
MFOOD153: Shortening: Households: Used in last 6 months: Total Category
MFOOD154: Snack Cakes: Households: Used in last 6 months: Total Category
MFOOD155: Sour Cream: Households: Used in last 6 months: Total Category
MFOOD156: Soy Milk & Other Plant/Nut Milks (Almond Rice Etc.): Households: Used in last 6 months: Total Category
MFOOD157: Soy Sauce: Households: Used in last 6 months: Total Category
MFOOD158: Soy Sauce: Households: Bottles/Last 6 Months: 0-1
MFOOD173: Spaghetti/Pasta Sauce: Households: Used in last 6 months: Total Category
MFOOD159: Spray Non-Stick Cooking Products: Households: Used in last 6 months: Total Category
MFOOD160: Spread Cheese/Cheese Sauce: Households: Used in last 6 months: Total Category
MFOOD161: Stuffing Mixes And Stuffing Products: Households: Used in last 6 months: Total Category
MFOOD162: Sugar: Households: Used in last 6 months: Total Category
MFOOD163: Table Syrup Molasses & Agave: Households: Used in last 6 months: Total Category
MFOOD164: Toaster Products: Households: Used in last 6 months: Total Category
MFOOD165: Tomato And Vegetable Juices: Households: Used in last 6 months: Total Category
MFOOD166: Vegetarian Frozen Burgers: Households: Used in last 6 months: Total Category
MFOOD167: Vinegar: Households: Used in last 6 months: Total Category
MFOOD168: Waffle Or Pancake Mix: Households: Used in last 6 months: Total Category
MFOOD169: Whipped Topping: Households: Used in Last 12 Months: Total Category
MFOOD170: Whole Coffee Beans: Households: Used in last 6 months: Total Category
MFOOD171: Yeast: Households: Used in last 6 months: Total Category
MFOOD172: Yogurt: Households: Used in last 6 months: Total Category

MNFOOD007: Charcoal: Households: Used in Last 12 Months: Total Category
MNFOOD008: Charcoal Lighter Fluid: Households: Used in Last 12 Months: Total Category
MNFOOD009: Dishwashing Liquid: Households: Used in last 6 months: Total Category
MNFOOD109: Disposable Cups: Households: Used in last 6 months: Total Category
MNFOOD011: Disposable Plates: Households: Used in Last 12 Months: Total Category
MNFOOD012: Drain/Septic Tank Cleaners: Households: Used in last 6 months: Total Category
MNFOOD013: Dry Disposable Wipes & Dusters: Households: Used in last 6 months: Total Category
MNFOOD014: Household Products - Non-food: Environmentally Friendly/Green - Light Bulbs: Any
MNFOOD015: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: All Purpose Household Cleaner
MNFOOD016: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Dish Washing Liquid/Detergent
MNFOOD017: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Glass/Surface Cleaners
MNFOOD018: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Laundry Detergent
MNFOOD019: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Other
MNFOOD020: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Facial Tissues
MNFOOD021: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Napkins
MNFOOD022: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Plates
MNFOOD023: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Towels
MNFOOD024: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Toilet Paper
MNFOOD025: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Other
MNFOOD026: Household Products - Non-food: Environmentally Friendly/Green - Used In Last 6 Months: Any Product
MNFOOD027: Fabric Softeners/Scent Boosters: Households: Used in last 6 months: Total Category
MNFOOD028: Facial Tissues: Households: Used in last 6 months: Total Category
MNFOOD029: Firelogs: Households: Used in Last 12 Months: Total Category
MNFOOD030: Floor Cleaner Wax & Polish: Households: Used in last 6 months: Total Category
MNFOOD031: Furniture Polish: Households: Used in last 6 months: Total Category
MNFOOD032: Glass And Surface Cleaners: Households: Used in last 6 months: Total Category
MNFOOD033: Glue: Households: Used in last 6 months: Total Category
MNFOOD034: Heavy Duty Hand Cleaners: Households: Used in last 6 months: Total Category
MNFOOD035: Household Cleaners: Households: Used in last 6 months: Total Category
MNFOOD036: In-Bowl Toilet Bowl Cleaners: Households: Used in last 6 months: Total Category
MNFOOD037: Indoor Insecticides: Households: Used in last 6 months: Total Category
MNFOOD038: Indoor Plant Food: Households: Used in last 6 months: Total Category
MNFOOD039: Insect Repellents: Households: Used in Last 12 Months: Total Category
MNFOOD040: In-Tank Toilet Bowl Cleaners: Households: Used in last 6 months: Total Category
MNFOOD041: Laundry Pre-Treatments & Stain Removers: Households: Used in last 6 months: Total Category
MNFOOD042: Light Bulbs: Households: Used in last 6 months: Total Category
MNFOOD043: Liquid Soaps/Hand Sanitizers: Total Users: Used in last 6 months: Total Category
MNFOOD044: Microwave Usage: Households: Used in last 6 months: Total Category
MNFOOD045: Outdoor Insecticides: Households: Used in last 6 months: Total Category
MNFOOD046: Oven Cleaners: Households: Used in last 6 months: Total Category
MNFOOD047: Paper Napkins: Households: Used in last 6 months: Total Category
MNFOOD048: Paper Towels: Households: Used in last 6 months: Total Category
MNFOOD049: Plastic Garbage Bags & Trash Can Liners: Households: Used in last 6 months: Total Category
MNFOOD050: Household Products - Non-food products: Plastic Products - Used For: Household uses plastic products
MNFOOD051: Household Products - Non-food products: Plastic Products - Used For: Used For Food Storage
MNFOOD052: Household Products - Non-food products: Plastic Products - Used For: Used For Home Organizing/Storage
MNFOOD053: Household Products - Non-food products: Plastic Products - Used For: Used For Bath
MNFOOD054: Household Products - Non-food products: Plastic Products - Used For: Used For Sinkware

Household Products

Household Products

MNFOOD001: Air Fresheners Carpet & Room Deodorizers: Households: Used in last 6 months: Total Category
MNFOOD002: Aluminum Foil: Households: Used in last 6 months: Total Category
MNFOOD003: Automatic Dishwasher Detergent: Households: Used in last 6 months: Total Category
MNFOOD004: Bleach: Households: Used in last 6 months: Total Category
MNFOOD005: Carpet And Rug Cleaners: Households: Used in last 6 months: Total Category
MNFOOD006: Cents Off Coupons: Households: Used in Last 12 Months: Total Category

MNFOOD055: Household Products - Non-food products: Plastic Products - Used For: Used For Tabletop
MNFOOD056: Household Products - Non-food products: Plastic Products - Used For: Used For Kitchen Gadgets
MNFOOD057: Household Products - Non-food products: Plastic Products - Used For: Used For Recycling/Refuse Bins
MNFOOD058: Household Products - Non-food products: Plastic Products - Used For: Used For Cosmetics
MNFOOD059: Household Products - Non-food products: Plastic Products - Used For: Used For Other
MNFOOD060: Plastic Sandwich/Food Storage/Freezer Bags: Households: Used in last 6 months: Total Category
MNFOOD061: Plastic/Glass Food Storage Containers: Households: Used in last 6 months: Total Category
MNFOOD062: Plastic-Type Kitchen Wrap: Households: Used in last 6 months: Total Category
MNFOOD063: Pre-Moistened Household Wipes: Households: Used in last 6 months: Total Category
MNFOOD064: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Batteries
MNFOOD065: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Electronic Equipment
MNFOOD066: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Aluminum Beverage Cans
MNFOOD067: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Metal items
MNFOOD068: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Glass Bottles
MNFOOD069: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Glass items
MNFOOD070: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Plastic Bottles
MNFOOD071: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Plastic Bags
MNFOOD072: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Plastic Items
MNFOOD073: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Newspapers
MNFOOD074: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Paper
MNFOOD075: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other
MNFOOD076: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 1
MNFOOD077: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 2
MNFOOD078: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 3
MNFOOD079: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 4
MNFOOD080: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 5
MNFOOD081: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 6
MNFOOD082: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 7
MNFOOD083: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 8
MNFOOD084: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: 9+
MNFOOD085: Household Products - Non-food products: Removable Self-Stick Notes - Packages Used: Any
MNFOOD086: Rubber Gloves: Households: Used in last 6 months: Total Category
MNFOOD087: Scouring Cleansers: Households: Used in last 6 months: Total Category
MNFOOD088: Scouring Pads: Households: Used in last 6 months: Total Category
MNFOOD089: Soap & Detergents For Fine Fabrics: Households: Used in last 6 months: Total Category
MNFOOD090: Soap & Detergents For Regular Laundry: Households: Used in last 6 months: Total Category
MNFOOD091: Spray Starch: Households: Used in last 6 months: Total Category
MNFOOD092: Toilet Paper: Households: Used in last 6 months: Total Category
MNFOOD093: Transparent Tape: Households: Used in last 6 months: Total Category
MNFOOD094: Household Products - Non-food products: Water Filters: Household owns
MNFOOD095: Household Products - Non-food products: Water Filters - Brands Used: Brita
MNFOOD096: Household Products - Non-food products: Water Filters - Brands Used: Filtrete
MNFOOD097: Household Products - Non-food products: Water Filters - Brands Used: Pur

MNFOOD098: Household Products - Non-food products: Water Filters - Brands Used: Whirlpool
MNFOOD099: Household Products - Non-food products: Water Filters - Brands Used: ZeroWater
MNFOOD100: Household Products - Non-food products: Water Filters - Brands Used: Other
MNFOOD101: Household Products - Non-food products: Water Filters - Types Used: In-Faucet
MNFOOD102: Household Products - Non-food products: Water Filters - Types Used: In-line (in pipe)
MNFOOD103: Household Products - Non-food products: Water Filters - Types Used: End of Faucet
MNFOOD104: Household Products - Non-food products: Water Filters - Types Used: Pour-Through Container/Pitcher
MNFOOD105: Household Products - Non-food products: Water Filters - Types Used: Refrigerator Filter
MNFOOD106: Household Products - Non-food products: Water Filters - Types Used: In-bottle
MNFOOD107: Household Products - Non-food products: Water Filters - Types Used: Other
MNFOOD108: Waxed Paper: Households: Used in last 6 months: Total Category
MNFOOD110 Waxed Paper: Households: Times/Last 30 Days: 0-1
MNFOOD109: Disposable Cups: Households: Used in last 6 months: Total Category

Pets and Pet Supplies

MPETS001: Canned/Wet Cat Food: Households: Used in last 6 months: Total Category
MPETS002: Canned/Wet Dog Food: Households: Used in last 6 months: Total Category
MPETS003: Cat Litter: Households: Used in last 6 months: Total Category
MPETS004: Cat Treats: Households: Used in last 6 months: Total Category
MPETS005: Household Products - Pets: Does Your Household Have Pet Insurance: Yes
MPETS006: Dog Biscuits Or Treats: Households: Used in last 6 months: Total Category
MPETS007: Flea Tick & Parasite Products For Dogs & Cats: Households: Used in Last 12 Months: Total Category
MPETS032: Packaged Dry Cat Food: Households: Used in last 6 months: Total Category
MPETS033: Packaged Dry Dog Food: Households: Used in last 6 months: Total Category
MPETS068: Pet Ownership - Number In Household: Dogs - All Any
MPETS035: Pet Ownership - Number In Household: Dogs under 1 Year Old Any
MPETS036: Pet Ownership - Number In Household: Dogs 1 to under 2 Years Old Any
MPETS037: Pet Ownership - Number In Household: Dogs 2-6 Years Old Any
MPETS038: Pet Ownership - Number In Household: Dogs 7+ Years Old Any
MPETS039: Pet Ownership - Number In Household: Dogs 10 lbs. or less Any
MPETS040: Pet Ownership - Number In Household: Dogs 11-20 lbs. Any
MPETS041: Pet Ownership - Number In Household: Dogs 21-60 lbs. Any
MPETS042: Pet Ownership - Number In Household: Dogs 61 or more lbs. Any
MPETS069: Pet Ownership - Number In Household: Cats - All Any
MPETS044: Pet Ownership - Number In Household: Cats under 1 Year Old Any
MPETS045: Pet Ownership - Number In Household: Cats 1 to under 2 Years Old Any
MPETS046: Pet Ownership - Number In Household: Cats 2-6 Years Old Any
MPETS047: Pet Ownership - Number In Household: Cats 7+ Years Old Any
MPETS048: Pet Ownership - Number In Household: Birds Any
MPETS049: Pet Ownership - Number In Household: Horses Any
MPETS050: Pet Ownership - Number In Household: Other Pets Any
MPETS051: Pet Ownership - Number In Household: Any Pet Any [39]
MPETS052: Pet Ownership - Where Bought Pet Food/Flea Control Products: Grocery/Supermarket Pet Food or Flea Control Products
MPETS053: Pet Ownership - Where Bought Pet Food/Flea Control Products: Discount Store Pet Food or Flea Control Products
MPETS054: Pet Ownership - Where Bought Pet Food/Flea Control Products: Wholesale Membership Club Pet Food or Flea Control Products
MPETS055: Pet Ownership - Where Bought Pet Food/Flea Control Products: PETCO Pet Food or Flea Control Products
MPETS056: Pet Ownership - Where Bought Pet Food/Flea Control Products: PetSmart Pet Food or Flea Control Products
MPETS057: Pet Ownership - Where Bought Pet Food/Flea Control Products: Other Pet Specialty Store Pet Food or Flea Control Products
MPETS058: Pet Ownership - Where Bought Pet Food/Flea Control Products: Veterinarian Pet Food or Flea Control Products
MPETS059: Pet Ownership - Where Bought Pet Food/Flea Control Products: Internet/Online Pet Food or Flea Control Products
MPETS060: Pet Ownership - Where Bought Pet Food/Flea Control Products: Other Pet Food or Flea Control Products
MPETS061: Professional Pet Services: Households: Used in Last 12 Months: Total Category
MPETS062: Household Products - Pets: Veterinarian Visits - Number Of Trips: 1
MPETS063: Household Products - Pets: Veterinarian Visits - Number Of Trips: 2
MPETS064: Household Products - Pets: Veterinarian Visits - Number Of Trips: 3

MPETS065: Household Products - Pets: Veterinarian Visits - Number Of Trips: 4
MPETS066: Household Products - Pets: Veterinarian Visits - Number Of Trips: 5-6
MPETS067: Household Products - Pets: Veterinarian Visits - Number Of Trips: 7+

Insurance

Auto/Other Vehicle Insurance

MINSUR001: Insurance: Autos/Other Vehicle Insurance - Acquired New Or Different Policy: Acquired new or different policy
MINSUR002: Autos/Other Vehicle Insurance - Company: AAA ANY
MINSUR003: Autos/Other Vehicle Insurance - Company: AARP from The Hartford ANY
MINSUR004: Autos/Other Vehicle Insurance - Company: Allstate ANY
MINSUR005: Autos/Other Vehicle Insurance - Company: American Family ANY
MINSUR006: Autos/Other Vehicle Insurance - Company: Amica ANY
MINSUR007: Autos/Other Vehicle Insurance - Company: Encompass ANY
MINSUR008: Autos/Other Vehicle Insurance - Company: Esurance ANY
MINSUR009: Autos/Other Vehicle Insurance - Company: Farm Bureau ANY
MINSUR010: Autos/Other Vehicle Insurance - Company: Farmers Insurance Group ANY
MINSUR011: Autos/Other Vehicle Insurance - Company: GEICO ANY
MINSUR012: Autos/Other Vehicle Insurance - Company: The General ANY
MINSUR013: Autos/Other Vehicle Insurance - Company: The Hartford ANY
MINSUR014: Autos/Other Vehicle Insurance - Company: Infinity ANY
MINSUR015: Autos/Other Vehicle Insurance - Company: Liberty Mutual ANY
MINSUR016: Autos/Other Vehicle Insurance - Company: Mercury ANY
MINSUR017: Autos/Other Vehicle Insurance - Company: MetLife ANY
MINSUR018: Autos/Other Vehicle Insurance - Company: Nationwide ANY
MINSUR019: Autos/Other Vehicle Insurance - Company: Progressive ANY
MINSUR020: Autos/Other Vehicle Insurance - Company: SafeAuto ANY
MINSUR021: Autos/Other Vehicle Insurance - Company: State Farm ANY
MINSUR022: Autos/Other Vehicle Insurance - Company: Travelers ANY
MINSUR024: Autos/Other Vehicle Insurance - Company: USAA ANY
MINSUR025: Autos/Other Vehicle Insurance - Company: Other ANY
MINSUR026: Insurance: Autos/Other Vehicle Insurance - How Acquired: From an agent
MINSUR027: Insurance: Autos/Other Vehicle Insurance - How Acquired: Direct from insurance company via phone
MINSUR028: Insurance: Autos/Other Vehicle Insurance - How Acquired: Direct from insurance company via website
MINSUR029: Insurance: Autos/Other Vehicle Insurance - How Acquired: At place of work or union
MINSUR030: Insurance: Autos/Other Vehicle Insurance - How Acquired: At dealership where car/vehicle was purchased
MINSUR031: Insurance: Autos/Other Vehicle Insurance - How Acquired: Other
MINSUR032: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Insurance agent
MINSUR033: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Newspaper or magazine ad
MINSUR034: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Television or radio ad
MINSUR035: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Internet ad
MINSUR036: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Search engine
MINSUR037: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Direct mail at home
MINSUR038: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Internet quote comparison service
MINSUR039: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Family or Friends
MINSUR040: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Other
MINSUR041: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: None Any
MINSUR042: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 1 Any
MINSUR043: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 2 Any
MINSUR044: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 3+ Any
MINSUR045: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Did not change
MINSUR046: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: One time
MINSUR047: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Two times

MINSUR048: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Three or more times
MINSUR049: Insurance: Autos/Other Vehicle Insurance - Type Carried: Collision
MINSUR050: Insurance: Autos/Other Vehicle Insurance - Type Carried: Liability- Bodily Injury
MINSUR051: Insurance: Autos/Other Vehicle Insurance - Type Carried: Liability- Property Damage
MINSUR052: Insurance: Autos/Other Vehicle Insurance - Type Carried: Medical Payments
MINSUR053: Insurance: Autos/Other Vehicle Insurance - Type Carried: Uninsured Motorist
MINSUR054: Insurance: Autos/Other Vehicle Insurance - Type Carried: Comprehensive
MINSUR055: Insurance: Autos/Other Vehicle Insurance - Type Carried: Towing

Home and Personal Property Insurance

MINSUR255: Homeowners Or Personal Property Insurance: Homeowner Currently Carries
MINSUR256: Homeowners Or Personal Property Insurance: Homeowner Acquired in Last 12 Months
MINSUR257: Homeowners Or Personal Property Insurance: Renter Currently Carries
MINSUR258: Homeowners Or Personal Property Insurance: Renter Acquired in Last 12 Months
MINSUR259: Homeowners Or Personal Property Insurance: Condominium/Co-op Currently Carries
MINSUR260: Homeowners Or Personal Property Insurance: Condominium/Co-op Acquired in Last 12 Months
MINSUR056: Homeowners Or Personal Property Insurance: Any Currently Carries
MINSUR065: Homeowners Or Personal Property Insurance: Any Acquired in Last 12 Months
MINSUR057: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for jewelry or furs
MINSUR058: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for collections (antiques coins etc.)
MINSUR059: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for other personal items
MINSUR060: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Coverage for earthquakes or floods
MINSUR178: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Other additional coverage
MINSUR272: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Any Floater
MINSUR063: Insurance: Homeowners Or Personal Property Insurance - Combined Home/Auto Policy: Have
MINSUR064: Insurance: Homeowners Or Personal Property Insurance - Company: AAA
MINSUR066: Insurance: Homeowners Or Personal Property Insurance - Company: Allstate
MINSUR067: Insurance: Homeowners Or Personal Property Insurance - Company: American Family
MINSUR261: Insurance: Homeowners Or Personal Property Insurance - Company: Amica
MINSUR068: Insurance: Homeowners Or Personal Property Insurance - Company: Country Financial
MINSUR069: Insurance: Homeowners Or Personal Property Insurance - Company: Encompass
MINSUR262: Insurance: Homeowners Or Personal Property Insurance - Company: Esurance
MINSUR070: Insurance: Homeowners Or Personal Property Insurance - Company: Farmers Insurance
MINSUR071: Insurance: Homeowners Or Personal Property Insurance - Company: Foremost
MINSUR072: Insurance: Homeowners Or Personal Property Insurance - Company: GEICO
MINSUR073: Insurance: Homeowners Or Personal Property Insurance - Company: The Hartford
MINSUR074: Insurance: Homeowners Or Personal Property Insurance - Company: Liberty Mutual
MINSUR075: Insurance: Homeowners Or Personal Property Insurance - Company: MetLife
MINSUR076: Insurance: Homeowners Or Personal Property Insurance - Company: Nationwide
MINSUR077: Insurance: Homeowners Or Personal Property Insurance - Company: Progressive
MINSUR078: Insurance: Homeowners Or Personal Property Insurance - Company: Safeco
MINSUR079: Insurance: Homeowners Or Personal Property Insurance - Company: State Farm
MINSUR080: Insurance: Homeowners Or Personal Property Insurance - Company: Travelers

MINSUR081: Insurance: Homeowners Or Personal Property Insurance - Company: USAA
MINSUR082: Insurance: Homeowners Or Personal Property Insurance - Company: Other
MINSUR083: Insurance: Homeowners Or Personal Property Insurance - Decision Maker: Yourself (alone or with someone else)
MINSUR084: Insurance: Homeowners Or Personal Property Insurance - Decision Maker: Someone else
MINSUR085: Insurance: Homeowners Or Personal Property Insurance - How Acquired: From an agent
MINSUR086: Insurance: Homeowners Or Personal Property Insurance - How Acquired: In response to direct mail advertising
MINSUR087: Insurance: Homeowners Or Personal Property Insurance - How Acquired: Direct from insurance company via phone
MINSUR088: Insurance: Homeowners Or Personal Property Insurance - How Acquired: Direct from insurance company via website
MINSUR089: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: Less than \$10000
MINSUR090: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$10000 - \$24999
MINSUR091: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$25000 - \$49999
MINSUR092: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$50000 - \$74999
MINSUR093: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$75000 - \$99999
MINSUR094: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$100000 - \$199999
MINSUR095: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$200000 - \$299999
MINSUR096: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$300000 - \$499999
MINSUR097: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$500000+
MINSUR061: More About Insurance: Other Homeowners/Personal Property Insurance

Life Insurance

MINSUR098: Insurance: Life Insurance: Currently carry
MINSUR099: Life Insurance - Companies: AAA Have policy or Acquired in Last 12 Months
MINSUR100: Life Insurance - Companies: AARP from New York Life Have policy or Acquired in Last 12 Months
MINSUR101: Life Insurance - Companies: Aetna Have policy or Acquired in Last 12 Months
MINSUR102: Life Insurance - Companies: AFLAC Have policy or Acquired in Last 12 Months
MINSUR103: Life Insurance - Companies: AIG American General Have policy or Acquired in Last 12 Months
MINSUR104: Life Insurance - Companies: Allstate Have policy or Acquired in Last 12 Months
MINSUR105: Life Insurance - Companies: American Family Have policy or Acquired in Last 12 Months
MINSUR106: Life Insurance - Companies: AXA Equitable Have policy or Acquired in Last 12 Months
MINSUR107: Life Insurance - Companies: Bankers Life Have policy or Acquired in Last 12 Months
MINSUR263: Life Insurance - Companies: Brighthouse Financial Have policy or Acquired in Last 12 Months
MINSUR108: Life Insurance - Companies: Cigna Have policy or Acquired in Last 12 Months
MINSUR109: Life Insurance - Companies: Colonial Penn Have policy or Acquired in Last 12 Months
MINSUR110: Life Insurance - Companies: Farm Bureau Have policy or Acquired in Last 12 Months
MINSUR111: Life Insurance - Companies: Farmers Insurance Have policy or Acquired in Last 12 Months
MINSUR113: Life Insurance - Companies: Gerber Life Have policy or Acquired in Last 12 Months
MINSUR114: Life Insurance - Companies: Guardian Have policy or Acquired in Last 12 Months
MINSUR115: Life Insurance - Companies: The Hartford Have policy or Acquired in Last 12 Months
MINSUR116: Life Insurance - Companies: John Hancock Have policy or Acquired in Last 12 Months
MINSUR117: Life Insurance - Companies: Lincoln Financial Group Have policy or Acquired in Last 12 Months
MINSUR118: Life Insurance - Companies: MassMutual Have policy or Acquired in Last 12 Months

MINSUR119: Life Insurance - Companies: MetLife Have policy or Acquired in Last 12 Months
MINSUR120: Life Insurance - Companies: Mutual of Omaha Have policy or Acquired in Last 12 Months
MINSUR121: Life Insurance - Companies: Nationwide Have policy or Acquired in Last 12 Months
MINSUR122: Life Insurance - Companies: New York Life Have policy or Acquired in Last 12 Months
MINSUR123: Life Insurance - Companies: Northwestern Mutual Have policy or Acquired in Last 12 Months
MINSUR124: Life Insurance - Companies: Pacific Life Have policy or Acquired in Last 12 Months
MINSUR125: Life Insurance - Companies: Principal Have policy or Acquired in Last 12 Months
MINSUR126: Life Insurance - Companies: Prudential Have policy or Acquired in Last 12 Months
MINSUR127: Life Insurance - Companies: SBLI Have policy or Acquired in Last 12 Months
MINSUR128: Life Insurance - Companies: State Farm Have policy or Acquired in Last 12 Months
MINSUR129: Life Insurance - Companies: TIAA Have policy or Acquired in Last 12 Months
MINSUR273: Life Insurance - Companies: Transamerica Have policy or Acquired in Last 12 Months
MINSUR130: Life Insurance - Companies: Unum Group Have policy or Acquired in Last 12 Months
MINSUR131: Life Insurance - Companies: USAA Have policy or Acquired in Last 12 Months
MINSUR132: Life Insurance - Companies: Veterans Group Life (VGLI) Have policy or Acquired in Last 12 Months
MINSUR133: Life Insurance - Companies: Voya Have policy or Acquired in Last 12 Months
MINSUR134: Life Insurance - Companies: Other Have policy or Acquired in Last 12 Months
MINSUR135: Life Insurance - Companies: Any Company Have policy or Acquired in Last 12 Months
MINSUR136: Life Insurance - Companies: Any Company or Source Have policy or Acquired in Last 12 Months
MINSUR137: Insurance: Life Insurance - Number Of Policies Carried: 1
MINSUR138: Insurance: Life Insurance - Number Of Policies Carried: 2
MINSUR139: Insurance: Life Insurance - Number Of Policies Carried: 3
MINSUR140: Insurance: Life Insurance - Number Of Policies Carried: 4+
MINSUR141: Insurance: Life Insurance - Policies Carried: Separate term policy
MINSUR142: Insurance: Life Insurance - Policies Carried: Separate whole life policy
MINSUR143: Insurance: Life Insurance - Policies Carried: Combination term/whole life policy
MINSUR144: Insurance: Life Insurance - Policies Carried: Universal Life
MINSUR145: Insurance: Life Insurance - Policies Carried: Variable life
MINSUR146: Insurance: Life Insurance - Source: From a union
MINSUR147: Insurance: Life Insurance - Source: From a place of work
MINSUR148: Insurance: Life Insurance - Source: From a fraternal or other membership group
MINSUR149: Insurance: Life Insurance - Source: Veterans life insurance
MINSUR150: Insurance: Life Insurance - Source: From a bank
MINSUR151: Insurance: Life Insurance - Source: With loan mortgage or installment payments
MINSUR152: Insurance: Life Insurance - Source: Through an agent representing one company
MINSUR153: Insurance: Life Insurance - Source: Through an agent (broker) for many companies
MINSUR154: Insurance: Life Insurance - Source: In response to mail advertising (no agent)
MINSUR155: Insurance: Life Insurance - Source: Direct from insurance company via phone (no agent)
MINSUR156: Insurance: Life Insurance - Source: Direct from insurance company via website (no agent)
MINSUR157: Insurance: Life Insurance - Total Value: Less than \$20000
MINSUR158: Insurance: Life Insurance - Total Value: \$20000 - \$49999
MINSUR159: Insurance: Life Insurance - Total Value: \$50000 - \$99999
MINSUR160: Insurance: Life Insurance - Total Value: \$100000 - \$149999
MINSUR161: Insurance: Life Insurance - Total Value: \$150000 - \$249999
MINSUR162: Insurance: Life Insurance - Total Value: \$250000 - \$499999
MINSUR163: Insurance: Life Insurance - Total Value: \$500000+

Medical Insurance

MINSUR164: Insurance: Medical Insurance: Personally covered by medical/hospital/accident i**

MINSUR165: Insurance: Medical Insurance: You and other household/family members
MINSUR166: Insurance: Medical Insurance: You Alone
MINSUR167: Insurance: Medical Insurance - Companies: AARP
MINSUR168: Insurance: Medical Insurance - Companies: Aetna
MINSUR169: Insurance: Medical Insurance - Companies: AFLAC
MINSUR170: Insurance: Medical Insurance - Companies: Bankers Life
MINSUR171: Insurance: Medical Insurance - Companies: BlueCross BlueShield
MINSUR172: Insurance: Medical Insurance - Companies: Cigna
MINSUR264: Insurance: Medical Insurance - Companies: Colonial Life
MINSUR173: Insurance: Medical Insurance - Companies: Health Net
MINSUR174: Insurance: Medical Insurance - Companies: Humana
MINSUR175: Insurance: Medical Insurance - Companies: Kaiser Permanente
MINSUR176: Insurance: Medical Insurance - Companies: MetLife
MINSUR177: Insurance: Medical Insurance - Companies: Mutual of Omaha
MINSUR179: Insurance: Medical Insurance - Companies: State Farm
MINSUR180: Insurance: Medical Insurance - Companies: United Healthcare
MINSUR265: Insurance: Medical Insurance - Companies: Unum
MINSUR181: Insurance: Medical Insurance - Companies: Other
MINSUR182: Insurance: Medical Insurance - Did You Choose To Change Insurance Companies: Yes
MINSUR183: Insurance: Medical Insurance - How Obtained: From a union
MINSUR184: Insurance: Medical Insurance - How Obtained: From a place of work
MINSUR185: Insurance: Medical Insurance - How Obtained: From a fraternal or other membership group
MINSUR186: Insurance: Medical Insurance - How Obtained: State or national healthcare exchange
MINSUR187: Insurance: Medical Insurance - How Obtained: Other government source
MINSUR188: Insurance: Medical Insurance - How Obtained: Through an agent representing one company
MINSUR189: Insurance: Medical Insurance - How Obtained: Agent (broker) representing more than one company
MINSUR190: Insurance: Medical Insurance - How Obtained: Mail advertising or Phone contact (no agent)
MINSUR191: Insurance: Medical Insurance - How Obtained: Through the Internet
MINSUR192: Insurance: Medical Insurance - Kind Of Policy: EPO (Exclusive Provider Organization)
MINSUR193: Insurance: Medical Insurance - Kind Of Policy: HMO (Health Maintenance Organization)
MINSUR194: Insurance: Medical Insurance - Kind Of Policy: POS (Point-of-Service)
MINSUR195: Insurance: Medical Insurance - Kind Of Policy: PPO (Preferred Provider Organization)
MINSUR196: Insurance: Medical Insurance - Kind Of Policy: Traditional Indemnity/Fee-for-Service
MINSUR197: Insurance: Medical Insurance - Kind Of Policy: Catastrophic/High Deductible
MINSUR198: Insurance: Medical Insurance - Kind Of Policy: Other
MINSUR199: Insurance: Medical Insurance - Type Of Policy: Non-Government (e.g. Group Individual etc.)
MINSUR200: Insurance: Medical Insurance - Type Of Policy: Medicaid
MINSUR201: Insurance: Medical Insurance - Type Of Policy: Medicare

Other Insurance Products

MINSUR268: More About Insurance: Customer Loyalty Program Auto Insurance
MINSUR269: More About Insurance: Customer Loyalty Program Homeowners/Personal Property Insurance
MINSUR270: More About Insurance: Customer Loyalty Program Life Insurance
MINSUR271: More About Insurance: Customer Loyalty Program Medical Insurance
MINSUR242: Insurance: Other Insurance - Types: Delta Dental
MINSUR243: Insurance: Other Insurance - Types: Other Dental
MINSUR244: Insurance: Other Insurance - Types: Disability/Loss of income through medical causes
MINSUR245: Insurance: Other Insurance - Types: Prescription Drugs
MINSUR246: Insurance: Other Insurance - Types: Vision care
MINSUR247: Insurance: Other Insurance - Types: Accidental death and dismemberment
MINSUR248: Insurance: Other Insurance - Types: Boat owners
MINSUR249: Insurance: Other Insurance - Types: Identity theft
MINSUR250: Insurance: Other Insurance - Types: Long term care
MINSUR251: Insurance: Other Insurance - Types: Mortgage
MINSUR252: Insurance: Other Insurance - Types: Personal liability (not Automotive or Homeowners)
MINSUR253: Insurance: Other Insurance - Types: Small business
MINSUR254: Insurance: Other Insurance - Types: Travel

More About Insurance

MINSUR267: Insurance: Medical Insurance - Kind Of Policy: Supplemental/Gap Insurance

MINSUR202: More About Insurance: Agent Recommendation Auto Insurance
MINSUR203: More About Insurance: Agent Recommendation Homeowners/Personal Property Insurance
MINSUR204: More About Insurance: Agent Recommendation Life Insurance
MINSUR205: More About Insurance: Agent Recommendation Medical Insurance
MINSUR206: More About Insurance: Customer Service Auto Insurance
MINSUR207: More About Insurance: Customer Service Homeowners/Personal Property Insurance
MINSUR208: More About Insurance: Customer Service Life Insurance
MINSUR209: More About Insurance: Customer Service Medical Insurance
MINSUR210: More About Insurance: Financial Stability of Company Auto Insurance
MINSUR211: More About Insurance: Financial Stability of Company Homeowners/Personal Property Insurance
MINSUR212: More About Insurance: Financial Stability of Company Life Insurance
MINSUR213: More About Insurance: Financial Stability of Company Medical Insurance
MINSUR214: More About Insurance: Location Auto Insurance
MINSUR215: More About Insurance: Location Homeowners/Personal Property Insurance
MINSUR216: More About Insurance: Location Life Insurance
MINSUR217: More About Insurance: Location Medical Insurance
MINSUR218: More About Insurance: Rates Auto Insurance
MINSUR219: More About Insurance: Rates Homeowners/Personal Property Insurance
MINSUR220: More About Insurance: Rates Life Insurance
MINSUR221: More About Insurance: Rates Medical Insurance
MINSUR222: More About Insurance: Reputation of Company Auto Insurance
MINSUR223: More About Insurance: Reputation of Company Homeowners/Personal Property Insurance
MINSUR224: More About Insurance: Reputation of Company Life Insurance
MINSUR225: More About Insurance: Reputation of Company Medical Insurance
MINSUR226: More About Insurance: Simplicity of Application Auto Insurance
MINSUR227: More About Insurance: Simplicity of Application Homeowners/Personal Property Insurance
MINSUR228: More About Insurance: Simplicity of Application Life Insurance
MINSUR229: More About Insurance: Simplicity of Application Medical Insurance
MINSUR230: More About Insurance: Size of Company Auto Insurance
MINSUR231: More About Insurance: Size of Company Homeowners/Personal Property Insurance
MINSUR232: More About Insurance: Size of Company Life Insurance
MINSUR233: More About Insurance: Size of Company Medical Insurance
MINSUR234: More About Insurance: Years in Business Auto Insurance
MINSUR235: More About Insurance: Years in Business Homeowners/Personal Property Insurance
MINSUR236: More About Insurance: Years in Business Life Insurance
MINSUR237: More About Insurance: Years in Business Medical Insurance
MINSUR238: More About Insurance: Other Auto Insurance
MINSUR240: More About Insurance: Other Life Insurance
MINSUR241: More About Insurance: Other Medical Insurance

Leisure

Camping

MLEISUR001: Camping - Number Of Overnight Trips: Any
MLEISUR002: Camping - Where Camped/Number Of Nights: National Parks/Forests: Any
MLEISUR003: Camping - Where Camped/Number Of Nights: State Parks/Forests: Any
MLEISUR004: Camping - Where Camped/Number Of Nights: Other Publicly Owned Campgrounds: Any
MLEISUR005: Camping - Where Camped/Number Of Nights: KOA Campgrounds: Any
MLEISUR006: Camping - Where Camped/Number Of Nights: Independently Owned Campgrounds: Any
MLEISUR007: Camping Equipment: Air Mattress (Inflatable) Household Owns or Bought in last 12 months
MLEISUR008: Camping Equipment: Backpack Household Owns or Bought in last 12 months
MLEISUR009: Camping Equipment: Beverage Containers Household Owns or Bought in last 12 months
MLEISUR010: Camping Equipment: Compass Household Owns or Bought in last 12 months
MLEISUR011: Camping Equipment: Daypack Household Owns or Bought in last 12 months
MLEISUR012: Camping Equipment: Sleeping Bag Household Owns or Bought in last 12 months
MLEISUR013: Camping Equipment: Hunting Knife Household Owns or Bought in last 12 months
MLEISUR014: Camping Equipment: Tent Household Owns or Bought in last 12 months
MLEISUR015: Camping Equipment: Cooler or Ice Chest (under 24 quarts) Household Owns or Bought in last 12 months

MLEISUR016: Camping Equipment: Cooler or Ice Chest (24 quarts & over) Household Owns or Bought in last 12 months
MLEISUR017: Camping Equipment: Camp Cookware Household Owns or Bought in last 12 months
MLEISUR018: Camping Equipment: Lantern (gas) Household Owns or Bought in last 12 months
MLEISUR019: Camping Equipment: Lantern (electric) Household Owns or Bought in last 12 months
MLEISUR020: Camping Equipment: Camp Stove Household Owns or Bought in last 12 months
MLEISUR021: Camping Equipment: Insulated Picnic Jug Household Owns or Bought in last 12 months
MLEISUR022: Camping Equipment: Waterproof/Breathable Apparel Household Owns or Bought in last 12 months
MLEISUR023: Camping Equipment: Any Camping Equipment Household Owns or Bought in last 12 months
MLEISUR024: Camping Equipment - Amount Spent In Total: \$1 - \$49
MLEISUR025: Camping Equipment - Amount Spent In Total: \$50 - \$99
MLEISUR026: Camping Equipment - Amount Spent In Total: \$100 - \$199
MLEISUR027: Camping Equipment - Amount Spent In Total: \$200+

Gambling

MLEISUR028: Casino Gambling - Times Gambled: Atlantic City Any
MLEISUR029: Casino Gambling - Times Gambled: Caribbean Any
MLEISUR030: Casino Gambling - Times Gambled: Connecticut Any
MLEISUR031: Casino Gambling - Times Gambled: Las Vegas Any
MLEISUR032: Casino Gambling - Times Gambled: Mississippi Gulf Coast Any
MLEISUR033: Casino Gambling - Times Gambled: Reno Any
MLEISUR034: Casino Gambling - Times Gambled: Other Any
MLEISUR035: Casino Gambling - Times Gambled: Any gambling Any

Leisure Activities

MLEISUR036: Leisure Activities - How Often Engaged In: Adult education courses Participated in last 12 months
MLEISUR037: Leisure Activities - How Often Engaged In: Aquarium attendance Participated in last 12 months
MLEISUR038: Leisure Activities - How Often Engaged In: Attend auto shows Participated in last 12 months
MLEISUR039: Leisure Activities - How Often Engaged In: Attend art galleries or shows Participated in last 12 months
MLEISUR040: Leisure Activities - How Often Engaged In: Attend horse races Participated in last 12 months
MLEISUR041: Leisure Activities - How Often Engaged In: Attend country music performances Participated in last 12 months
MLEISUR042: Leisure Activities - How Often Engaged In: Attend rock music performances Participated in last 12 months
MLEISUR043: Leisure Activities - How Often Engaged In: Attend classical music/opera performances Participated in last 12 months
MLEISUR044: Leisure Activities - How Often Engaged In: Attend other music performances Participated in last 12 months
MLEISUR045: Leisure Activities - How Often Engaged In: Attend dance performances Participated in last 12 months
MLEISUR046: Leisure Activities - How Often Engaged In: Attend a circus Participated in last 12 months
MLEISUR047: Leisure Activities - How Often Engaged In: Baking Participated in last 12 months
MLEISUR048: Leisure Activities - How Often Engaged In: Barbecuing Participated in last 12 months
MLEISUR049: Leisure Activities - How Often Engaged In: Go to bars/night clubs Participated in last 12 months
MLEISUR050: Leisure Activities - How Often Engaged In: Go to beach Participated in last 12 months [38]
MLEISUR112: Leisure Activities - How Often Engaged In: =Other Participated in last 12 months [38]
MLEISUR051: Leisure Activities - How Often Engaged In: Billiards/pool Participated in last 12 months
MLEISUR052: Leisure Activities - How Often Engaged In: Birdwatching Participated in last 12 months
MLEISUR053: Leisure Activities - How Often Engaged In: Board games Participated in last 12 months
MLEISUR054: Leisure Activities - How Often Engaged In: Book clubs Participated in last 12 months
MLEISUR055: Leisure Activities - How Often Engaged In: Chess Participated in last 12 months

MLEISUR056: Leisure Activities - How Often Engaged In: Cooking for fun Participated in last 12 months
MLEISUR057: Leisure Activities - How Often Engaged In: Concerts on radio Participated in last 12 months
MLEISUR058: Leisure Activities - How Often Engaged In: Crossword puzzles Participated in last 12 months
MLEISUR059: Leisure Activities - How Often Engaged In: Dance/go dancing Participated in last 12 months
MLEISUR060: Leisure Activities - How Often Engaged In: Dining out Participated in last 12 months
MLEISUR061: Leisure Activities - How Often Engaged In: Entertain friends or relatives at home Participated in last 12 months
MLEISUR062: Leisure Activities - How Often Engaged In: Fantasy sports league Participated in last 12 months
MLEISUR063: Leisure Activities - How Often Engaged In: Furniture refinishing Participated in last 12 months
MLEISUR064: Leisure Activities - How Often Engaged In: Home decoration and furnishing Participated in last 12 months
MLEISUR065: Leisure Activities - How Often Engaged In: Karaoke Participated in last 12 months
MLEISUR066: Leisure Activities - How Often Engaged In: Go to live theater Participated in last 12 months
MLEISUR067: Leisure Activities - How Often Engaged In: Go to museums Participated in last 12 months
MLEISUR068: Leisure Activities - How Often Engaged In: Painting drawing Participated in last 12 months
MLEISUR069: Leisure Activities - How Often Engaged In: Photography Participated in last 12 months
MLEISUR070: Leisure Activities - How Often Engaged In: Photo Album/Scrapbooking Participated in last 12 months
MLEISUR071: Leisure Activities - How Often Engaged In: Picnic Participated in last 12 months
MLEISUR072: Leisure Activities - How Often Engaged In: Play bingo Participated in last 12 months
MLEISUR073: Leisure Activities - How Often Engaged In: Play cards Participated in last 12 months
MLEISUR074: Leisure Activities - How Often Engaged In: Play musical instrument Participated in last 12 months
MLEISUR075: Leisure Activities - How Often Engaged In: Reading books Participated in last 12 months
MLEISUR076: Leisure Activities - How Often Engaged In: Reading comic books Participated in last 12 months
MLEISUR077: Leisure Activities - How Often Engaged In: Sudoku Puzzles Participated in last 12 months
MLEISUR078: Leisure Activities - How Often Engaged In: Tailgating Participated in last 12 months
MLEISUR079: Leisure Activities - How Often Engaged In: Word games Participated in last 12 months
MLEISUR080: Leisure Activities - How Often Engaged In: Trivia games Participated in last 12 months
MLEISUR081: Leisure Activities - How Often Engaged In: PC/computer games (play online) Participated in last 12 months
MLEISUR082: Leisure Activities - How Often Engaged In: PC/computer games (play offline with software) Participated in last 12 months
MLEISUR083: Leisure Activities - How Often Engaged In: Video/electronic games (console) Participated in last 12 months
MLEISUR084: Leisure Activities - How Often Engaged In: Video/electronic games (portable) Participated in last 12 months
MLEISUR085: Leisure Activities - How Often Engaged In: Woodworking Participated in last 12 months
MLEISUR086: Leisure Activities - How Often Engaged In: Zoo attendance Participated in last 12 months
MLEISUR087: Leisure Activities - How Often Engaged In: Any leisure activity [punch 1 only] Participated in last 12 months
MLEISUR088: Hobbies Engage In: Collecting - antiques
MLEISUR089: Hobbies Engage In: Collecting - art
MLEISUR090: Hobbies Engage In: Collecting - coins
MLEISUR091: Hobbies Engage In: Collecting - comic books
MLEISUR092: Hobbies Engage In: Collecting - dolls/action figures
MLEISUR093: Hobbies Engage In: Collecting - figurines
MLEISUR094: Hobbies Engage In: Collecting - stamps
MLEISUR095: Hobbies Engage In: Collecting - sports trading cards
MLEISUR113: Hobbies Engage In: Collecting - watches
MLEISUR097: Hobbies Engage In: Indoor gardening & plants
MLEISUR098: Hobbies Engage In: Listen to music
MLEISUR099: Hobbies Engage In: Raising pets
MLEISUR100: Hobbies Engage In: Tropical fish

Listen to Sports on Radio

MSPORTS001: Listen To Sports Events On Radio: Alpine skiing & ski jumping Regularly
MSPORTS002: Listen To Sports Events On Radio: Auto racing - NASCAR Regularly
MSPORTS003: Listen To Sports Events On Radio: Auto racing - Other Regularly
MSPORTS004: Listen To Sports Events On Radio: Baseball - College Regularly
MSPORTS005: Listen To Sports Events On Radio: Baseball - MLB Regular Season Regularly
MSPORTS006: Listen To Sports Events On Radio: Baseball - MLB Playoffs/World Series Regularly
MSPORTS007: Listen To Sports Events On Radio: Basketball - College Regularly
MSPORTS008: Listen To Sports Events On Radio: Basketball - NBA Regular Season Regularly
MSPORTS009: Listen To Sports Events On Radio: Basketball - NBA Playoffs/Finals Regularly
MSPORTS010: Listen To Sports Events On Radio: Basketball - NCAA Basketball Tourn. Regularly
MSPORTS011: Listen To Sports Events On Radio: Basketball - WNBA Regularly
MSPORTS012: Listen To Sports Events On Radio: Boxing Regularly
MSPORTS034: Listen To Sports Events On Radio: =Other Regularly
MSPORTS013: Listen To Sports Events On Radio: Football - College Regularly
MSPORTS014: Listen To Sports Events On Radio: Football - NFL Monday Thursday or Sunday Night Games Regularly
MSPORTS015: Listen To Sports Events On Radio: Football - NFL Weekend Games (Day) Regularly
MSPORTS016: Listen To Sports Events On Radio: Football - NFL Playoffs/Super Bowl Regularly
MSPORTS017: Listen To Sports Events On Radio: Golf - PGA Regularly
MSPORTS019: Listen To Sports Events On Radio: High School Sports Regularly
MSPORTS020: Listen To Sports Events On Radio: Horse racing (at track or OTB) Regularly
MSPORTS021: Listen To Sports Events On Radio: Ice Hockey - NHL Regular Season Regularly
MSPORTS022: Listen To Sports Events On Radio: Ice Hockey - NHL Playoffs and Stanley Cup Finals Regularly
MSPORTS023: Listen To Sports Events On Radio: Olympics - Summer Regularly
MSPORTS024: Listen To Sports Events On Radio: Olympics - Winter Regularly
MSPORTS025: Listen To Sports Events On Radio: Soccer - MLS Regularly
MSPORTS026: Listen To Sports Events On Radio: Soccer - World Cup Regularly
MSPORTS031: Listen To Sports Events On Radio: Soccer - U.S. Mens National Team Regularly
MSPORTS032: Listen To Sports Events On Radio: Soccer - U.S. Womens National Team Regularly
MSPORTS033: Listen To Sports Events On Radio: Soccer - International Regularly
MSPORTS027: Listen To Sports Events On Radio: Tennis - Mens Regularly
MSPORTS028: Listen To Sports Events On Radio: Tennis - Womens Regularly
MSPORTS029: Listen To Sports Events On Radio: Wrestling - WWE Regularly
MSPORTS030: Listen To Sports Events On Radio: Wrestling - Other Professional Regularly

Lottery

MLEISUR108: Leisure Activities - How Often Engaged In: Attend a state or county fair Participated in last 12 months
MLEISUR109: Leisure Activities - How Often Engaged In: Film/produce videos Participated in last 12 months
MLEISUR110: Leisure Activities - How Often Engaged In: Fly a drone Participated in last 12 months
MLEISUR111: Leisure Activities - How Often Engaged In: Genealogy Participated in last 12 months
MLEISUR101: Lottery: Total Users: Bought in last 12 months: Total Category
MLEISUR102: Lottery: Total Users: Bought in last 12 months: Instant Game (Scratch-off)
MLEISUR103: Lottery: Total Users: Bought in last 12 months: Daily Drawing
MLEISUR104: Lottery: Total Users: Bought in last 12 months: Mega Millions
MLEISUR105: Lottery: Total Users: Bought in last 12 months: Powerball
MLEISUR106: Lottery: Total Users: Bought in last 12 months: Other Lotto or drawing game
MLEISUR107: Lottery: Total Users: Bought in last 12 months: Other

Movies

MMOVIE001: Movie Attendance: Attended a movie in the last 12 months
MMOVIE002: Movie Attendance: Attended a movie in the last 6 months
MMOVIE003: Movie Attendance - Did You Attend A Movie...: In 3D
MMOVIE004: Movie Attendance - Did You Attend A Movie...: In an Imax theater
MMOVIE005: Movie Attendance - Number Of Times Attended: Once a week or more

MMOVIE006: Movie Attendance - Number Of Times Attended: 2-3 times a month
MMOVIE007: Movie Attendance - Number Of Times Attended: Once a month
MMOVIE008: Movie Attendance - Number Of Times Attended: Less than once a month
MMOVIE009: Movie Attendance - Prefer To See A New Movie: Opening weekend
MMOVIE010: Movie Attendance - Prefer To See A New Movie: After opening weekend but within the first 2 weeks
MMOVIE011: Movie Attendance - Prefer To See A New Movie: After the second week
MMOVIE012: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Action
MMOVIE013: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Adventure
MMOVIE014: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Comedy
MMOVIE015: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Drama
MMOVIE016: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Fantasy
MMOVIE017: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Romance
MMOVIE018: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Crime
MMOVIE019: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Science Fiction
MMOVIE020: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Family
MMOVIE021: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Thriller
MMOVIE022: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Horror
MMOVIE042: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Animation
MMOVIE043: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Biography
MMOVIE023: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Action
MMOVIE024: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Adventure
MMOVIE025: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Comedy
MMOVIE026: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Drama
MMOVIE027: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Fantasy
MMOVIE028: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Romance
MMOVIE029: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Crime
MMOVIE030: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Science Fiction
MMOVIE031: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Family
MMOVIE032: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Thriller
MMOVIE033: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Horror
MMOVIE044: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Animation
MMOVIE045: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Biography
MMOVIE034: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: G
MMOVIE035: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG
MMOVIE036: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG-13
MMOVIE037: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: R
MMOVIE038: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: G
MMOVIE039: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG
MMOVIE040: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG-13
MMOVIE041: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: R
MMOVIE046: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Action
MMOVIE047: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Adventure

MMOVIE048: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Comedy
MMOVIE049: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Drama
MMOVIE050: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Fantasy
MMOVIE051: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Romance
MMOVIE052: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Crime
MMOVIE053: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Science Fiction
MMOVIE054: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Family
MMOVIE055: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Thriller
MMOVIE056: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Horror
MMOVIE057: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Animation
MMOVIE058: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Biography
MMOVIE059: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Action
MMOVIE060: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Adventure
MMOVIE061: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Comedy
MMOVIE062: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Drama
MMOVIE063: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Fantasy
MMOVIE064: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Romance
MMOVIE065: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Crime
MMOVIE066: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Science Fiction
MMOVIE067: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Family
MMOVIE068: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Thriller
MMOVIE069: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Horror
MMOVIE070: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Animation
MMOVIE071: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Biography
MMOVIE072: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: G
MMOVIE073: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG
MMOVIE074: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG-13
MMOVIE075: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: R
MMOVIE076: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: G
MMOVIE077: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG
MMOVIE078: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG-13
MMOVIE079: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: R

Needlecraft and Sewing

MSEWNG001: Needlecraft And Sewing - Number Of Times: Sewing - general mending Any
MSEWNG002: Needlecraft And Sewing - Number Of Times: Sewing - garments from patterns Any
MSEWNG003: Needlecraft And Sewing - Number Of Times: Knitting Any
MSEWNG004: Needlecraft And Sewing - Number Of Times: Crocheting Any
MSEWNG005: Needlecraft And Sewing - Number Of Times: Cross-stitch Any
MSEWNG006: Needlecraft And Sewing - Number Of Times: Needlepoint Any
MSEWNG007: Needlecraft And Sewing - Number Of Times: Quilting Any

Organizations and Clubs

MCLUBS001: Leisure/Sports: Organizations/Clubs - Member Of: AARP
MCLUBS002: Leisure/Sports: Organizations/Clubs - Member Of: Fraternal orders
MCLUBS003: Leisure/Sports: Organizations/Clubs - Member Of: Religious clubs
MCLUBS004: Leisure/Sports: Organizations/Clubs - Member Of: Civic clubs
MCLUBS005: Leisure/Sports: Organizations/Clubs - Member Of: Veterans clubs
MCLUBS006: Leisure/Sports: Organizations/Clubs - Member Of: A body of local government
MCLUBS007: Leisure/Sports: Organizations/Clubs - Member Of: Country clubs
MCLUBS008: Leisure/Sports: Organizations/Clubs - Member Of: Business Club
MCLUBS009: Leisure/Sports: Organizations/Clubs - Member Of: Collectors Clubs
MCLUBS010: Leisure/Sports: Organizations/Clubs - Member Of: Union
MCLUBS011: Leisure/Sports: Organizations/Clubs - Member Of: School or College Board
MCLUBS012: Leisure/Sports: Organizations/Clubs - Member Of: Church Board
MCLUBS013: Leisure/Sports: Organizations/Clubs - Member Of: Charitable Organizations
MCLUBS014: Leisure/Sports: Organizations/Clubs - Member Of: Other

Physical Fitness

MFITNSS004: Physical Fitness - Fitness Clubs/Gyms Member Of: Anytime Fitness
MFITNSS006: Physical Fitness - Fitness Clubs/Gyms Member Of: Golds Gym
MFITNSS007: Physical Fitness - Fitness Clubs/Gyms Member Of: LA Fitness
MFITNSS008: Physical Fitness - Fitness Clubs/Gyms Member Of: Life Time Fitness
MFITNSS005: Physical Fitness - Fitness Clubs/Gyms Member Of: =Other
MFITNSS009: Physical Fitness - Fitness Clubs/Gyms Member Of: Planet Fitness
MFITNSS013: Physical Fitness - Fitness Clubs/Gyms Member Of: Retro Fitness
MFITNSS010: Physical Fitness - Fitness Clubs/Gyms Member Of: 24 Hour Fitness
MFITNSS011: Physical Fitness - Fitness Clubs/Gyms Member Of: The Y (YMCA)
MFITNSS012: Physical Fitness - Fitness Clubs/Gyms Member Of: Other Gym/Fitness Club
MFITNSS001: Leisure/Sports: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At home
MFITNSS002: Leisure/Sports: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At club
MFITNSS003: Leisure/Sports: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At other facility

Recreation Items/Vehicles

MRECVEH064: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH065: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH065: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH029: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) Household Owns or Acquired in Last 12 Months
MRECVEH022: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVEH024: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVEH026: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVEH028: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVEH030: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVEH032: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVEH043: Recreation Items/Vehicles/Boats: Inflatable boat Household Owns or Acquired in Last 12 Months
MRECVEH045: Recreation Items/Vehicles/Boats: Personal watercraft Household Owns or Acquired in Last 12 Months
MRECVEH047: Recreation Items/Vehicles/Boats: Rowboat Household Owns or Acquired in Last 12 Months
MRECVEH049: Recreation Items/Vehicles/Boats: Canoe Household Owns or Acquired in Last 12 Months
MRECVEH051: Recreation Items/Vehicles/Boats: Kayak Household Owns or Acquired in Last 12 Months
MRECVEH053: Recreation Items/Vehicles/Boats: Boat trailer Household Owns or Acquired in Last 12 Months
MRECVEH055: Recreation Items/Vehicles/Boats: Motorhome Household Owns or Acquired in Last 12 Months
MRECVEH057: Recreation Items/Vehicles/Boats: Towable trailer camper Household Owns or Acquired in Last 12 Months

MRECVEH059: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) Household Owns or Acquired in Last 12 Months
MRECVEH061: Recreation Items/Vehicles/Boats: Other camper/trailer Household Owns or Acquired in Last 12 Months
MRECVEH067: Recreation Items/Vehicles/Boats: Snowmobile Household Owns or Acquired in Last 12 Months
MRECVEH001: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH023: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) Acquired in Last 12 Months
MRECVEH002: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH025: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp) Acquired in Last 12 Months
MRECVEH003: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp) Household Owns or Acquired in Last 12 Months
MRECVEH027: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp) Acquired in Last 12 Months
MRECVEH004: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) Household Owns
MRECVEH034: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) Acquired in Last 12 Months
MRECVEH005: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) Household Owns
MRECVEH031: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) Acquired in Last 12 Months
MRECVEH006: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) Household Owns
MRECVEH033: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) Acquired in Last 12 Months
MRECVEH007: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.) Household Owns
MRECVEH035: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.) Acquired in Last 12 Months
MRECVEH008: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +) Household Owns
MRECVEH037: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +) Acquired in Last 12 Months
MRECVEH009: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.) Household Owns
MRECVEH039: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.) Acquired in Last 12 Months
MRECVEH010: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) Household Owns
MRECVEH041: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) Acquired in Last 12 Months
MRECVEH011: Recreation Items/Vehicles/Boats: Inflatable boat Household Owns
MRECVEH036: Recreation Items/Vehicles/Boats: Inflatable boat Acquired in Last 12 Months
MRECVEH012: Recreation Items/Vehicles/Boats: Personal watercraft Household Owns
MRECVEH038: Recreation Items/Vehicles/Boats: Personal watercraft Acquired in Last 12 Months
MRECVEH013: Recreation Items/Vehicles/Boats: Rowboat Household Owns
MRECVEH040: Recreation Items/Vehicles/Boats: Rowboat Acquired in Last 12 Months
MRECVEH014: Recreation Items/Vehicles/Boats: Canoe Household Owns
MRECVEH042: Recreation Items/Vehicles/Boats: Canoe Acquired in Last 12 Months
MRECVEH015: Recreation Items/Vehicles/Boats: Kayak Household Owns
MRECVEH044: Recreation Items/Vehicles/Boats: Kayak Acquired in Last 12 Months
MRECVEH016: Recreation Items/Vehicles/Boats: Boat trailer Household Owns
MRECVEH046: Recreation Items/Vehicles/Boats: Boat trailer Acquired in Last 12 Months
MRECVEH017: Recreation Items/Vehicles/Boats: Motorhome Household Owns
MRECVEH048: Recreation Items/Vehicles/Boats: Motorhome Acquired in Last 12 Months
MRECVEH018: Recreation Items/Vehicles/Boats: Towable trailer camper Household Owns
MRECVEH050: Recreation Items/Vehicles/Boats: Towable trailer camper Acquired in Last 12 Months
MRECVEH019: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) Household Owns
MRECVEH052: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) Acquired in Last 12 Months
MRECVEH020: Recreation Items/Vehicles/Boats: Other camper/trailer Household Owns
MRECVEH054: Recreation Items/Vehicles/Boats: Other camper/trailer Acquired in Last 12 Months
MRECVEH021: Recreation Items/Vehicles/Boats: Snowmobile Household Owns
MRECVEH022: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) Household Owns or Acquired in Last 12 Months

Sports and Recreation Equipment

MSPRTEQ001: Sport/Recreation Equipment: Baseball gloves Own or Bought in last 12 months
MSPRTEQ002: Sport/Recreation Equipment: Basketball Own or Bought in last 12 months
MSPRTEQ003: Sport/Recreation Equipment: Bicycle helmet Own or Bought in last 12 months
MSPRTEQ004: Sport/Recreation Equipment: Bow Own or Bought in last 12 months
MSPRTEQ005: Sport/Recreation Equipment: Bowling balls Own or Bought in last 12 months
MSPRTEQ006: Sport/Recreation Equipment: Cross country ski boots Own or Bought in last 12 months
MSPRTEQ007: Sport/Recreation Equipment: Cross country skis Own or Bought in last 12 months
MSPRTEQ008: Sport/Recreation Equipment: Elbow/knee pads Own or Bought in last 12 months
MSPRTEQ009: Sport/Recreation Equipment: Factory loaded ammunition Own or Bought in last 12 months
MSPRTEQ042: Sport/Recreation Equipment: Fish finder Own or Bought in last 12 months
MSPRTEQ010: Sport/Recreation Equipment: Fishing reel Own or Bought in last 12 months
MSPRTEQ011: Sport/Recreation Equipment: Fishing rod Own or Bought in last 12 months
MSPRTEQ012: Sport/Recreation Equipment: Fishing lures or hooks Own or Bought in last 12 months
MSPRTEQ013: Sport/Recreation Equipment: Other fishing equipment Own or Bought in last 12 months
MSPRTEQ014: Sport/Recreation Equipment: Football Own or Bought in last 12 months
MSPRTEQ015: Sport/Recreation Equipment: Golf balls Own or Bought in last 12 months
MSPRTEQ034: Sport/Recreation Equipment: Golf clubs Own or Bought in last 12 months
MSPRTEQ016: Sport/Recreation Equipment: Outdoor or pocket knife Own or Bought in last 12 months
MSPRTEQ017: Sport/Recreation Equipment: Racquetball balls Own or Bought in last 12 months
MSPRTEQ018: Sport/Recreation Equipment: Racquetball racquet Own or Bought in last 12 months
MSPRTEQ019: Sport/Recreation Equipment: Soccer ball Own or Bought in last 12 months
MSPRTEQ020: Sport/Recreation Equipment: Softball/baseball bats Own or Bought in last 12 months
MSPRTEQ021: Sport/Recreation Equipment: Sportswatch/chronograph Own or Bought in last 12 months
MSPRTEQ022: Sport/Recreation Equipment: Tennis balls Own or Bought in last 12 months
MSPRTEQ023: Sport/Recreation Equipment: Tennis racquet Own or Bought in last 12 months
MSPRTEQ024: Sport/Recreation Equipment: Binoculars Own or Bought in last 12 months
MSPRTEQ025: Sport/Recreation Equipment: Mountain bicycle Own or Bought in last 12 months
MSPRTEQ026: Sport/Recreation Equipment: Road bicycle Own or Bought in last 12 months
MSPRTEQ027: Sport/Recreation Equipment: Stationary bicycle Own or Bought in last 12 months
MSPRTEQ028: Sport/Recreation Equipment: Downhill ski boots Own or Bought in last 12 months
MSPRTEQ029: Sport/Recreation Equipment: Downhill skis Own or Bought in last 12 months
MSPRTEQ030: Sport/Recreation Equipment: Roller blades/In-line skates Own or Bought in last 12 months
MSPRTEQ031: Sport/Recreation Equipment: Elliptical Own or Bought in last 12 months
MSPRTEQ032: Sport/Recreation Equipment: Treadmill Own or Bought in last 12 months
MSPRTEQ033: Sport/Recreation Equipment: Other exercise equipment Own or Bought in last 12 months
MSPRTEQ035: Sport/Recreation Equipment: Hand gun Own or Bought in last 12 months
MSPRTEQ036: Sport/Recreation Equipment: Rifle Own or Bought in last 12 months
MSPRTEQ037: Sport/Recreation Equipment: Shotgun Own or Bought in last 12 months
MSPRTEQ038: Sport/Recreation Equipment: Hockey equipment Own or Bought in last 12 months
MSPRTEQ039: Sport/Recreation Equipment: Weight lifting equipment Own or Bought in last 12 months
MSPRTEQ040: Sport/Recreation Equipment: Other Own or Bought in last 12 months
MSPRTEQ041: Sport/Recreation Equipment: Any Own or Bought in last 12 months

Sports Participation

MSPTPLY001: Sports - How Often Engaged In: Aerobics Participated in last 12 months
MSPTPLY002: Sports - How Often Engaged In: Archery Participated in last 12 months
MSPTPLY003: Sports - How Often Engaged In: Auto racing Participated in last 12 months
MSPTPLY004: Sports - How Often Engaged In: Backpacking Participated in last 12 months
MSPTPLY005: Sports - How Often Engaged In: Baseball Participated in last 12 months

MSPTPLY006: Sports - How Often Engaged In: Basketball Participated in last 12 months
MSPTPLY007: Sports - How Often Engaged In: Bicycling - Mountain Participated in last 12 months
MSPTPLY008: Sports - How Often Engaged In: Bicycling - Road Participated in last 12 months
MSPTPLY009: Sports - How Often Engaged In: Boating (power) Participated in last 12 months
MSPTPLY010: Sports - How Often Engaged In: Bowling Participated in last 12 months
MSPTPLY011: Sports - How Often Engaged In: Canoeing/kayaking Participated in last 12 months
MSPTPLY012: Sports - How Often Engaged In: Fishing - fresh water Participated in last 12 months
MSPTPLY013: Sports - How Often Engaged In: Fishing - salt water Participated in last 12 months
MSPTPLY014: Sports - How Often Engaged In: Football Participated in last 12 months
MSPTPLY015: Sports - How Often Engaged In: Frisbee Participated in last 12 months
MSPTPLY016: Sports - How Often Engaged In: Golf Participated in last 12 months
MSPTPLY017: Sports - How Often Engaged In: Hiking Participated in last 12 months
MSPTPLY018: Sports - How Often Engaged In: Hockey Participated in last 12 months
MSPTPLY019: Sports - How Often Engaged In: Horseback riding Participated in last 12 months
MSPTPLY020: Sports - How Often Engaged In: Hunting with bow & arrow Participated in last 12 months
MSPTPLY021: Sports - How Often Engaged In: Hunting with handgun Participated in last 12 months
MSPTPLY022: Sports - How Often Engaged In: Hunting with rifle Participated in last 12 months
MSPTPLY023: Sports - How Often Engaged In: Hunting with shotgun Participated in last 12 months
MSPTPLY024: Sports - How Often Engaged In: Ice skating Participated in last 12 months
MSPTPLY025: Sports - How Often Engaged In: Jet skiing Participated in last 12 months
MSPTPLY026: Sports - How Often Engaged In: Jogging/running Participated in last 12 months
MSPTPLY027: Sports - How Often Engaged In: Karate Participated in last 12 months
MSPTPLY028: Sports - How Often Engaged In: Kick boxing Participated in last 12 months
MSPTPLY029: Sports - How Often Engaged In: Marathon/Triathlon (training and events) Participated in last 12 months
MSPTPLY030: Sports - How Often Engaged In: Martial Arts Participated in last 12 months
MSPTPLY031: Sports - How Often Engaged In: Motocross Participated in last 12 months
MSPTPLY032: Sports - How Often Engaged In: Motorcycling Participated in last 12 months
MSPTPLY068: Sports - How Often Engaged In: Paintball Participated in last 12 months
MSPTPLY033: Sports - How Often Engaged In: Pilates Participated in last 12 months
MSPTPLY034: Sports - How Often Engaged In: Ping Pong/Table Tennis Participated in last 12 months
MSPTPLY035: Sports - How Often Engaged In: Racquetball Participated in last 12 months
MSPTPLY036: Sports - How Often Engaged In: Rock climbing Participated in last 12 months
MSPTPLY037: Sports - How Often Engaged In: Roller blading/in-line skating Participated in last 12 months
MSPTPLY038: Sports - How Often Engaged In: Roller skating Participated in last 12 months
MSPTPLY039: Sports - How Often Engaged In: Rowing: stationary/outdoor Participated in last 12 months
MSPTPLY040: Sports - How Often Engaged In: Sailing Participated in last 12 months
MSPTPLY041: Sports - How Often Engaged In: Scuba diving Participated in last 12 months
MSPTPLY042: Sports - How Often Engaged In: Skateboarding Participated in last 12 months
MSPTPLY043: Sports - How Often Engaged In: Skiing - Cross country Participated in last 12 months
MSPTPLY044: Sports - How Often Engaged In: Skiing - Downhill Participated in last 12 months
MSPTPLY045: Sports - How Often Engaged In: Snorkeling/skin diving Participated in last 12 months
MSPTPLY046: Sports - How Often Engaged In: Snowboarding Participated in last 12 months
MSPTPLY047: Sports - How Often Engaged In: Snowmobiling Participated in last 12 months
MSPTPLY048: Sports - How Often Engaged In: Soccer Participated in last 12 months
MSPTPLY049: Sports - How Often Engaged In: Softball Participated in last 12 months
MSPTPLY050: Sports - How Often Engaged In: Spinning Participated in last 12 months
MSPTPLY051: Sports - How Often Engaged In: Surfing/windsurfing Participated in last 12 months
MSPTPLY052: Sports - How Often Engaged In: Swimming Participated in last 12 months
MSPTPLY053: Sports - How Often Engaged In: Target shooting Participated in last 12 months
MSPTPLY054: Sports - How Often Engaged In: Tennis Participated in last 12 months
MSPTPLY055: Sports - How Often Engaged In: Volleyball Participated in last 12 months

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MSPTPLY056: Sports - How Often Engaged In: Wakeboarding Participated in last 12 months
MSPTPLY057: Sports - How Often Engaged In: Walking for exercise Participated in last 12 months
MSPTPLY058: Sports - How Often Engaged In: Water skiing Participated in last 12 months
MSPTPLY059: Sports - How Often Engaged In: Weight lifting Participated in last 12 months
MSPTPLY060: Sports - How Often Engaged In: Whitewater rafting Participated in last 12 months
MSPTPLY061: Sports - How Often Engaged In: Yoga Participated in last 12 months
MSPTPLY062: Sports - How Often Engaged In: Zumba Participated in last 12 months
MSPTPLY063: Sports - How Often Engaged In: Other Participated in last 12 months

Sports Clothing

MSPTPLY069: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear Under \$100
MSPTPLY070: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$100 - \$149
MSPTPLY071: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$150 - \$299
MSPTPLY072: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$300+
MSPTPLY073: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$100+
MSPTPLY074: Sports Clothing - Amount Spent In Total: Bicycle Clothing Under \$100
MSPTPLY075: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$100 - \$149
MSPTPLY076: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$150 - \$299
MSPTPLY077: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$300+
MSPTPLY078: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$100+
MSPTPLY079: Sports Clothing - Amount Spent In Total: Golf Clothing Under \$100
MSPTPLY080: Sports Clothing - Amount Spent In Total: Golf Clothing \$100 - \$149
MSPTPLY081: Sports Clothing - Amount Spent In Total: Golf Clothing \$150 - \$299
MSPTPLY082: Sports Clothing - Amount Spent In Total: Golf Clothing \$300+
MSPTPLY083: Sports Clothing - Amount Spent In Total: Golf Clothing \$100+
MSPTPLY084: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing Under \$100
MSPTPLY085: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$100 - \$149
MSPTPLY086: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$150 - \$299
MSPTPLY087: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$300+
MSPTPLY088: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$100+
MSPTPLY089: Sports Clothing - Amount Spent In Total: Hunting Clothing Under \$100
MSPTPLY090: Sports Clothing - Amount Spent In Total: Hunting Clothing \$100 - \$149
MSPTPLY091: Sports Clothing - Amount Spent In Total: Hunting Clothing \$150 - \$299
MSPTPLY092: Sports Clothing - Amount Spent In Total: Hunting Clothing \$300+
MSPTPLY093: Sports Clothing - Amount Spent In Total: Hunting Clothing \$100+
MSPTPLY094: Sports Clothing - Amount Spent In Total: Marine/Boating Attire Under \$100
MSPTPLY095: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$100 - \$149
MSPTPLY096: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$150 - \$299
MSPTPLY097: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$300+
MSPTPLY098: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$100+
MSPTPLY099: Sports Clothing - Amount Spent In Total: Running Clothing Under \$100
MSPTPLY100: Sports Clothing - Amount Spent In Total: Running Clothing \$100 - \$149
MSPTPLY101: Sports Clothing - Amount Spent In Total: Running Clothing \$150 - \$299
MSPTPLY102: Sports Clothing - Amount Spent In Total: Running Clothing \$300+
MSPTPLY103: Sports Clothing - Amount Spent In Total: Running Clothing \$100+
MSPTPLY104: Sports Clothing - Amount Spent In Total: Ski Clothing Under \$100
MSPTPLY105: Sports Clothing - Amount Spent In Total: Ski Clothing \$100 - \$149
MSPTPLY106: Sports Clothing - Amount Spent In Total: Ski Clothing \$150 - \$299
MSPTPLY107: Sports Clothing - Amount Spent In Total: Ski Clothing \$300+
MSPTPLY108: Sports Clothing - Amount Spent In Total: Ski Clothing \$100+
MSPTPLY109: Sports Clothing - Amount Spent In Total: Team Sports Clothing Under \$100
MSPTPLY110: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$100 - \$149
MSPTPLY111: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$150 - \$299
MSPTPLY112: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$300+
MSPTPLY113: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$100+
MSPTPLY114: Sports Clothing - Amount Spent In Total: Tennis Clothing Under \$100
MSPTPLY115: Sports Clothing - Amount Spent In Total: Tennis Clothing \$100 - \$149
MSPTPLY116: Sports Clothing - Amount Spent In Total: Tennis Clothing \$150 - \$299
MSPTPLY117: Sports Clothing - Amount Spent In Total: Tennis Clothing \$300+
MSPTPLY118: Sports Clothing - Amount Spent In Total: Tennis Clothing \$100+

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MSPTPLY064: Sports Clothing - Amount Spent In Total: Any Under \$100
MSPTPLY065: Sports Clothing - Amount Spent In Total: Any \$100 - \$149
MSPTPLY066: Sports Clothing - Amount Spent In Total: Any \$150 - \$299
MSPTPLY119: Sports Clothing - Amount Spent In Total: Any \$300+
MSPTPLY067: Sports Clothing - Amount Spent In Total: Any \$100+

Sports Events Attendance

MSPTEV001: Sports Events - Attend: Alpine skiing & ski jumping Last 12 months or Regularly
MSPTEV002: Sports Events - Attend: Auto racing - NASCAR Last 12 months or Regularly
MSPTEV003: Sports Events - Attend: Auto racing - Other Last 12 months or Regularly
MSPTEV004: Sports Events - Attend: Baseball - College Last 12 months or Regularly
MSPTEV005: Sports Events - Attend: Baseball - MLB Regular Season Last 12 months or Regularly
MSPTEV006: Sports Events - Attend: Baseball - MLB Playoffs/World Series Last 12 months or Regularly
MSPTEV007: Sports Events - Attend: Basketball - College Last 12 months or Regularly
MSPTEV008: Sports Events - Attend: Basketball - NBA Regular Season Last 12 months or Regularly
MSPTEV009: Sports Events - Attend: Basketball - NBA Playoffs/Finals Last 12 months or Regularly
MSPTEV010: Sports Events - Attend: Basketball - NCAA Basketball Tour. Last 12 months or Regularly
MSPTEV011: Sports Events - Attend: Basketball - WNBA Last 12 months or Regularly
MSPTEV012: Sports Events - Attend: Bicycle racing Last 12 months or Regularly
MSPTEV013: Sports Events - Attend: Bowling Last 12 months or Regularly
MSPTEV014: Sports Events - Attend: Boxing Last 12 months or Regularly
MSPTEV015: Sports Events - Attend: Equestrian events Last 12 months or Regularly
MSPTEV078: Sports Events - Attend: =Other Last 12 months or Regularly
MSPTEV016: Sports Events - Attend: Extreme Sports - Summer Last 12 months or Regularly
MSPTEV017: Sports Events - Attend: Extreme Sports - Winter Last 12 months or Regularly
MSPTEV018: Sports Events - Attend: Figure skating Last 12 months or Regularly
MSPTEV019: Sports Events - Attend: Fishing Last 12 months or Regularly
MSPTEV020: Sports Events - Attend: Football - College Last 12 months or Regularly
MSPTEV021: Sports Events - Attend: Football - NFL Monday Thursday or Sunday Night Games Last 12 months or Regularly
MSPTEV022: Sports Events - Attend: Football - NFL Weekend Games (Day) Last 12 months or Regularly
MSPTEV023: Sports Events - Attend: Football - NFL Playoffs/Super Bowl Last 12 months or Regularly
MSPTEV024: Sports Events - Attend: Golf - PGA Last 12 months or Regularly
MSPTEV025: Sports Events - Attend: Golf - LPGA Last 12 months or Regularly
MSPTEV026: Sports Events - Attend: Golf - Other Last 12 months or Regularly
MSPTEV028: Sports Events - Attend: Gymnastics Last 12 months or Regularly
MSPTEV029: Sports Events - Attend: High School Sports Last 12 months or Regularly
MSPTEV030: Sports Events - Attend: Horse racing (at track or OTB) Last 12 months or Regularly
MSPTEV031: Sports Events - Attend: Ice Hockey - NHL Regular Season Last 12 months or Regularly
MSPTEV032: Sports Events - Attend: Ice Hockey - NHL Playoffs and Stanley Cup Finals Last 12 months or Regularly
MSPTEV033: Sports Events - Attend: Lacrosse - MLL Last 12 months or Regularly
MSPTEV034: Sports Events - Attend: Marathon Triathlon & Obstacle Race Last 12 months or Regularly
MSPTEV036: Sports Events - Attend: Motorcycle racing Last 12 months or Regularly
MSPTEV037: Sports Events - Attend: Olympics - Summer Last 12 months or Regularly
MSPTEV038: Sports Events - Attend: Olympics - Winter Last 12 months or Regularly
MSPTEV039: Sports Events - Attend: Poker Tournament Last 12 months or Regularly
MSPTEV040: Sports Events - Attend: Pro Bull Riding (PBR) Last 12 months or Regularly
MSPTEV041: Sports Events - Attend: Rodeo Last 12 months or Regularly
MSPTEV042: Sports Events - Attend: Soccer - MLS Last 12 months or Regularly
MSPTEV043: Sports Events - Attend: Soccer - World Cup Last 12 months or Regularly
MSPTEV107: Sports Events - Attend: Soccer - U.S. Mens National Team Last 12 months or Regularly
MSPTEV108: Sports Events - Attend: Soccer - U.S. Womens National Team Last 12 months or Regularly
MSPTEV109: Sports Events - Attend: Soccer - International Last 12 months or Regularly
MSPTEV044: Sports Events - Attend: Tennis - Mens Last 12 months or Regularly
MSPTEV045: Sports Events - Attend: Tennis - Womens Last 12 months or Regularly
MSPTEV046: Sports Events - Attend: Track & field Last 12 months or Regularly
MSPTEV047: Sports Events - Attend: Truck and tractor pull/Mud racing Last 12 months or Regularly
MSPTEV100: Sports Events - Attend: Ultimate Fighting Championship (UFC) Last 12 months or Regularly

MSPTEV035: Sports Events - Attend: Other Mixed Martial Arts (MMA) Last 12 months or Regularly
MSPTEV048: Sports Events - Attend: Volleyball - Pro Beach Last 12 months or Regularly
MSPTEV050: Sports Events - Attend: Wrestling - WWE Last 12 months or Regularly
MSPTEV051: Sports Events - Attend: Wrestling - Other Professional Last 12 months or Regularly
MSPTEV052: Sports Events - Watch On Tv: Alpine skiing & ski jumping Last 12 months or Regularly
MSPTEV110: Sports Events - Watch On Tv: Soccer - U.S. Mens National Team Last 12 months or Regularly
MSPTEV111: Sports Events - Watch On Tv: Soccer - U.S. Womens National Team Last 12 months or Regularly
MSPTEV112: Sports Events - Watch On Tv: Soccer - International Last 12 months or Regularly

Sports on Television

MSPTEV053: Sports Events - Watch On Tv: Auto racing - NASCAR Last 12 months or Regularly
MSPTEV054: Sports Events - Watch On Tv: Auto racing - Other Last 12 months or Regularly
MSPTEV055: Sports Events - Watch On Tv: Baseball - College Last 12 months or Regularly
MSPTEV056: Sports Events - Watch On Tv: Baseball - MLB Regular Season Last 12 months or Regularly
MSPTEV057: Sports Events - Watch On Tv: Baseball - MLB Playoffs/World Series Last 12 months or Regularly
MSPTEV058: Sports Events - Watch On Tv: Basketball - College Last 12 months or Regularly
MSPTEV059: Sports Events - Watch On Tv: Basketball - NBA Regular Season Last 12 months or Regularly
MSPTEV060: Sports Events - Watch On Tv: Basketball - NBA Playoffs/Finals Last 12 months or Regularly
MSPTEV061: Sports Events - Watch On Tv: Basketball - NCAA Basketball Tour. Last 12 months or Regularly
MSPTEV062: Sports Events - Watch On Tv: Basketball - WNBA Last 12 months or Regularly
MSPTEV063: Sports Events - Watch On Tv: Bicycle racing Last 12 months or Regularly
MSPTEV064: Sports Events - Watch On Tv: Bowling Last 12 months or Regularly
MSPTEV065: Sports Events - Watch On Tv: Boxing Last 12 months or Regularly
MSPTEV066: Sports Events - Watch On Tv: Equestrian events Last 12 months or Regularly
MSPTEV113: Sports Events - Watch On Tv: =Other Last 12 months or Regularly
MSPTEV067: Sports Events - Watch On Tv: Extreme Sports - Summer Last 12 months or Regularly
MSPTEV068: Sports Events - Watch On Tv: Extreme Sports - Winter Last 12 months or Regularly
MSPTEV069: Sports Events - Watch On Tv: Figure skating Last 12 months or Regularly
MSPTEV070: Sports Events - Watch On Tv: Fishing Last 12 months or Regularly
MSPTEV071: Sports Events - Watch On Tv: Football - College Last 12 months or Regularly
MSPTEV072: Sports Events - Watch On Tv: Football - NFL Monday Thursday or Sunday Night Games Last 12 months or Regularly
MSPTEV073: Sports Events - Watch On Tv: Football - NFL Weekend Games (Day) Last 12 months or Regularly
MSPTEV074: Sports Events - Watch On Tv: Football - NFL Playoffs/Super Bowl Last 12 months or Regularly
MSPTEV075: Sports Events - Watch On Tv: Golf - PGA Last 12 months or Regularly
MSPTEV076: Sports Events - Watch On Tv: Golf - LPGA Last 12 months or Regularly
MSPTEV077: Sports Events - Watch On Tv: Golf - Other Last 12 months or Regularly
MSPTEV079: Sports Events - Watch On Tv: Gymnastics Last 12 months or Regularly
MSPTEV080: Sports Events - Watch On Tv: High School Sports Last 12 months or Regularly
MSPTEV081: Sports Events - Watch On Tv: Horse racing (at track or OTB) Last 12 months or Regularly
MSPTEV082: Sports Events - Watch On Tv: Ice Hockey - NHL Regular Season Last 12 months or Regularly
MSPTEV083: Sports Events - Watch On Tv: Ice Hockey - NHL Playoffs and Stanley Cup Finals Last 12 months or Regularly
MSPTEV084: Sports Events - Watch On Tv: Lacrosse - MLL Last 12 months or Regularly
MSPTEV085: Sports Events - Watch On Tv: Marathon Triathlon & Obstacle Race Last 12 months or Regularly
MSPTEV087: Sports Events - Watch On Tv: Motorcycle racing Last 12 months or Regularly
MSPTEV088: Sports Events - Watch On Tv: Olympics - Summer Last 12 months or Regularly

MSPTEV089: Sports Events - Watch On Tv: Olympics - Winter Last 12 months or Regularly
MSPTEV090: Sports Events - Watch On Tv: Poker Tournament Last 12 months or Regularly
MSPTEV091: Sports Events - Watch On Tv: Pro Bull Riding (PBR) Last 12 months or Regularly
MSPTEV092: Sports Events - Watch On Tv: Rodeo Last 12 months or Regularly
MSPTEV093: Sports Events - Watch On Tv: Soccer - MLS Last 12 months or Regularly
MSPTEV094: Sports Events - Watch On Tv: Soccer - World Cup Last 12 months or Regularly
MSPTEV095: Sports Events - Watch On Tv: Tennis - Mens Last 12 months or Regularly
MSPTEV096: Sports Events - Watch On Tv: Tennis - Womens Last 12 months or Regularly
MSPTEV097: Sports Events - Watch On Tv: Track & field Last 12 months or Regularly
MSPTEV098: Sports Events - Watch On Tv: Truck and tractor pull/Mud racing Last 12 months or Regularly
MSPTEV114: Sports Events - Watch On Tv: Ultimate Fighting Championship (UFC) Last 12 months or Regularly
MSPTEV086: Sports Events - Watch On Tv: Other Mixed Martial Arts (MMA) Last 12 months or Regularly
MSPTEV099: Sports Events - Watch On Tv: Volleyball - Pro Beach Last 12 months or Regularly
MSPTEV101: Sports Events - Watch On Tv: Wrestling - WWE Last 12 months or Regularly
MSPTEV102: Sports Events - Watch On Tv: Wrestling - Other Professional Last 12 months or Regularly

Summary Activities

MSPTEV103: Sports Summary: Participated in any in last 12 months
MSPTEV104: Sports Summary: Watch any sports event on TV
MSPTEV105: Sports Summary: Attend any sports event
MSPTEV106: Sports Summary: Listen to any sports event on radio

Media

Cable and Pay TV

MCABTV001: Cable & Pay TV - Viewing In Last Week: Any cable (including pay) viewing
MCABTV002: Cable & Pay TV - Viewing In Last Week: Heavy cable (including pay) viewing
MCABTV005: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Watched last 30 days
MCABTV035: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Watched last 7 days
MCABTV037: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Full Attention
MCABTV039: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Most Attention
MCABTV043: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Some Attention
MCABTV044: Cable And Satellite Networks - Programs Watched: A&E: Live PD: Watched last 30 days
MCABTV047: Cable And Satellite Networks - Programs Watched: A&E: Live PD: Watched last 7 days
MCABTV050: Cable And Satellite Networks - Programs Watched: A&E: Live PD: Full Attention
MCABTV054: Cable And Satellite Networks - Programs Watched: A&E: Live PD: Most Attention
MCABTV055: Cable And Satellite Networks - Programs Watched: A&E: Live PD: Some Attention
MCABTV238: Cable And Satellite Networks - Programs Watched: Adult Swim: Bobs Burgers: Watched last 30 days
MCABTV056: Cable And Satellite Networks - Programs Watched: Adult Swim: Bobs Burgers: Watched last 7 days
MCABTV057: Cable And Satellite Networks - Programs Watched: Adult Swim: Bobs Burgers: Full Attention
MCABTV059: Cable And Satellite Networks - Programs Watched: Adult Swim: Bobs Burgers: Most Attention
MCABTV060: Cable And Satellite Networks - Programs Watched: Adult Swim: Bobs Burgers: Some Attention
MCABTV008: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Watched last 30 days
MCABTV062: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Watched last 7 days

MCABTV064: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Full Attention
MCABTV065: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Most Attention
MCABTV067: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Some Attention
MCABTV009: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Watched last 30 days
MCABTV074: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Watched last 7 days
MCABTV075: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Full Attention
MCABTV076: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Most Attention
MCABTV077: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Some Attention
MCABTV010: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Watched last 30 days
MCABTV079: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Watched last 7 days
MCABTV081: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Full Attention
MCABTV084: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Most Attention
MCABTV085: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Some Attention
MCABTV011: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Watched last 30 days
MCABTV086: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Watched last 7 days
MCABTV087: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Full Attention
MCABTV088: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Most Attention
MCABTV094: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Some Attention
MCABTV239: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Watched last 30 days
MCABTV110: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Watched last 7 days
MCABTV111: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Full Attention
MCABTV129: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Most Attention
MCABTV131: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Some Attention
MCABTV240: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Watched last 30 days
MCABTV188: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Watched last 7 days
MCABTV204: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Full Attention
MCABTV212: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Most Attention
MCABTV220: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Some Attention
MCABTV242: Cable And Satellite Networks - Programs Watched: AMC: Preacher: Watched last 30 days
MCABTV221: Cable And Satellite Networks - Programs Watched: AMC: Preacher: Watched last 7 days
MCABTV222: Cable And Satellite Networks - Programs Watched: AMC: Preacher: Full Attention
MCABTV223: Cable And Satellite Networks - Programs Watched: AMC: Preacher: Most Attention
MCABTV224: Cable And Satellite Networks - Programs Watched: AMC: Preacher: Some Attention
MCABTV012: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Watched last 30 days
MCABTV225: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Watched last 7 days
MCABTV226: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Full Attention
MCABTV725: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Most Attention
MCABTV726: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Some Attention
MCABTV320: Television Channels Or Networks: Universal Kids Any watching
MCABTV321: Television Channels Or Networks: Universo Any watching

MCABTV244: Cable And Satellite Networks - Programs Watched: Bravo: Million Dollar Listing NY: Watched last 30 days
MCABTV322: Cable And Satellite Networks - Programs Watched: Bravo: Million Dollar Listing NY: Watched last 7 days
MCABTV323: Cable And Satellite Networks - Programs Watched: Bravo: Million Dollar Listing NY: Full Attention
MCABTV324: Cable And Satellite Networks - Programs Watched: Bravo: Million Dollar Listing NY: Most Attention
MCABTV325: Cable And Satellite Networks - Programs Watched: Bravo: Million Dollar Listing NY: Some Attention
MCABTV246: Cable And Satellite Networks - Programs Watched: Bravo: The Real Housewives of New York City: Watched last 30 days
MCABTV326: Cable And Satellite Networks - Programs Watched: Bravo: The Real Housewives of New York City: Watched last 7 days
MCABTV327: Cable And Satellite Networks - Programs Watched: Bravo: The Real Housewives of New York City: Full Attention
MCABTV328: Cable And Satellite Networks - Programs Watched: Bravo: The Real Housewives of New York City: Most Attention
MCABTV329: Cable And Satellite Networks - Programs Watched: Bravo: The Real Housewives of New York City: Some Attention
MCABTV018: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Watched last 30 days
MCABTV330: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Watched last 7 days
MCABTV331: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Full Attention
MCABTV332: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Most Attention
MCABTV333: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Some Attention
MCABTV334: Cable And Satellite Networks - Programs Watched: Cartoon Network: Ben 10: Watched last 30 days
MCABTV335: Cable And Satellite Networks - Programs Watched: Cartoon Network: Ben 10: Watched last 7 days
MCABTV336: Cable And Satellite Networks - Programs Watched: Cartoon Network: Ben 10: Full Attention
MCABTV337: Cable And Satellite Networks - Programs Watched: Cartoon Network: Ben 10: Most Attention
MCABTV338: Cable And Satellite Networks - Programs Watched: Cartoon Network: Ben 10: Some Attention
MCABTV249: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Watched last 30 days
MCABTV339: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Watched last 7 days
MCABTV340: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Full Attention
MCABTV341: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Most Attention
MCABTV342: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Some Attention
MCABTV343: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Watched last 30 days
MCABTV344: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Watched last 7 days
MCABTV345: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Full Attention
MCABTV346: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Most Attention
MCABTV347: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Some Attention
MCABTV019: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Watched last 30 days
MCABTV348: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Watched last 7 days
MCABTV349: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Full Attention
MCABTV350: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Most Attention
MCABTV351: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Some Attention
MCABTV250: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Watched last 30 days
MCABTV352: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Watched last 7 days
MCABTV353: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Full Attention
MCABTV354: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Most Attention

MCABTV355: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Some Attention
MCABTV020: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Watched last 30 days
MCABTV356: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Watched last 7 days
MCABTV357: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Full Attention
MCABTV358: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Most Attention
MCABTV359: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Some Attention
MCABTV021: Cable And Satellite Networks - Programs Watched: CNBC: Shark Tank: Watched last 30 days
MCABTV360: Cable And Satellite Networks - Programs Watched: CNBC: Shark Tank: Watched last 7 days
MCABTV361: Cable And Satellite Networks - Programs Watched: CNBC: Shark Tank: Full Attention
MCABTV362: Cable And Satellite Networks - Programs Watched: CNBC: Shark Tank: Most Attention
MCABTV363: Cable And Satellite Networks - Programs Watched: CNBC: Shark Tank: Some Attention
MCABTV022: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Watched last 30 days
MCABTV364: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Watched last 7 days
MCABTV365: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Full Attention
MCABTV366: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Most Attention
MCABTV367: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Some Attention
MCABTV023: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Watched last 30 days
MCABTV368: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Watched last 7 days
MCABTV369: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Full Attention
MCABTV370: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Most Attention
MCABTV371: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Some Attention
MCABTV251: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Watched last 30 days
MCABTV372: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Watched last 7 days
MCABTV373: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Full Attention
MCABTV374: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Most Attention
MCABTV375: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Some Attention
MCABTV252: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Watched last 30 days
MCABTV376: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Watched last 7 days
MCABTV377: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Full Attention
MCABTV378: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Most Attention
MCABTV379: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Some Attention
MCABTV025: Cable And Satellite Networks - Programs Watched: CNN: New Day: Watched last 30 days
MCABTV380: Cable And Satellite Networks - Programs Watched: CNN: New Day: Watched last 7 days
MCABTV381: Cable And Satellite Networks - Programs Watched: CNN: New Day: Full Attention
MCABTV382: Cable And Satellite Networks - Programs Watched: CNN: New Day: Most Attention
MCABTV383: Cable And Satellite Networks - Programs Watched: CNN: New Day: Some Attention
MCABTV027: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Watched last 30 days
MCABTV384: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Watched last 7 days
MCABTV385: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Full Attention

MCABTV386: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Most Attention
MCABTV387: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Some Attention
MCABTV029: Cable And Satellite Networks - Programs Watched: Discovery Channel: Alaskan Bush People: Watched last 30 days
MCABTV388: Cable And Satellite Networks - Programs Watched: Discovery Channel: Alaskan Bush People: Watched last 7 days
MCABTV389: Cable And Satellite Networks - Programs Watched: Discovery Channel: Alaskan Bush People: Full Attention
MCABTV390: Cable And Satellite Networks - Programs Watched: Discovery Channel: Alaskan Bush People: Most Attention
MCABTV391: Cable And Satellite Networks - Programs Watched: Discovery Channel: Alaskan Bush People: Some Attention
MCABTV031: Cable And Satellite Networks - Programs Watched: Discovery Channel: Fast N Loud: Watched last 30 days
MCABTV392: Cable And Satellite Networks - Programs Watched: Discovery Channel: Fast N Loud: Watched last 7 days
MCABTV393: Cable And Satellite Networks - Programs Watched: Discovery Channel: Fast N Loud: Full Attention
MCABTV394: Cable And Satellite Networks - Programs Watched: Discovery Channel: Fast N Loud: Most Attention
MCABTV395: Cable And Satellite Networks - Programs Watched: Discovery Channel: Fast N Loud: Some Attention
MCABTV032: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Watched last 30 days
MCABTV396: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Watched last 7 days
MCABTV397: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Full Attention
MCABTV398: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Most Attention
MCABTV399: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Some Attention
MCABTV033: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Watched last 30 days
MCABTV400: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Watched last 7 days
MCABTV401: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Full Attention
MCABTV402: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Most Attention
MCABTV403: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Some Attention
MCABTV034: Cable And Satellite Networks - Programs Watched: E!: E! News: Watched last 30 days
MCABTV404: Cable And Satellite Networks - Programs Watched: E!: E! News: Watched last 7 days
MCABTV405: Cable And Satellite Networks - Programs Watched: E!: E! News: Full Attention
MCABTV406: Cable And Satellite Networks - Programs Watched: E!: E! News: Most Attention
MCABTV407: Cable And Satellite Networks - Programs Watched: E!: E! News: Some Attention
MCABTV036: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Watched last 30 days
MCABTV408: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Watched last 7 days
MCABTV409: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Full Attention
MCABTV410: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Most Attention
MCABTV411: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Some Attention
MCABTV412: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Watched last 30 days
MCABTV413: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Watched last 7 days
MCABTV414: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Full Attention
MCABTV415: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Most Attention
MCABTV416: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Some Attention
MCABTV253: Cable And Satellite Networks - Programs Watched: E!: Total Divas: Watched last 30 days
MCABTV417: Cable And Satellite Networks - Programs Watched: E!: Total Divas: Watched last 7 days

MCABTV418: Cable And Satellite Networks - Programs Watched: E!: Total Divas: Full Attention
MCABTV419: Cable And Satellite Networks - Programs Watched: E!: Total Divas: Most Attention
MCABTV420: Cable And Satellite Networks - Programs Watched: E!: Total Divas: Some Attention
MCABTV038: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Watched last 30 days
MCABTV421: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Watched last 7 days
MCABTV422: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Full Attention
MCABTV423: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Most Attention
MCABTV424: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Some Attention
MCABTV042: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Watched last 30 days
MCABTV425: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Watched last 7 days
MCABTV426: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Full Attention
MCABTV427: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Most Attention
MCABTV428: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Some Attention
MCABTV041: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Watched last 30 days
MCABTV429: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Watched last 7 days
MCABTV430: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Full Attention
MCABTV431: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Most Attention
MCABTV432: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Some Attention
MCABTV254: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Watched last 30 days
MCABTV433: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Watched last 7 days
MCABTV434: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Full Attention
MCABTV435: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Most Attention
MCABTV436: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Some Attention
MCABTV255: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Watched last 30 days
MCABTV437: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Watched last 7 days
MCABTV438: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Full Attention
MCABTV439: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Most Attention
MCABTV440: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Some Attention
MCABTV040: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Watched last 30 days
MCABTV441: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Watched last 7 days
MCABTV442: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Full Attention
MCABTV443: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Most Attention
MCABTV444: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Some Attention
MCABTV256: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Watched last 30 days
MCABTV445: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Watched last 7 days
MCABTV446: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Full Attention
MCABTV447: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Most Attention
MCABTV448: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Some Attention
MCABTV046: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Watched last 30 days

MCABTV449: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Watched last 7 days
MCABTV450: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Full Attention
MCABTV451: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Most Attention
MCABTV452: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Some Attention
MCABTV048: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Watched last 30 days
MCABTV453: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Watched last 7 days
MCABTV454: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Full Attention
MCABTV455: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Most Attention
MCABTV456: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Some Attention
MCABTV049: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Watched last 30 days
MCABTV457: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Watched last 7 days
MCABTV458: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Full Attention
MCABTV459: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Most Attention
MCABTV460: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Some Attention
MCABTV051: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Watched last 30 days
MCABTV461: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Watched last 7 days
MCABTV462: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Full Attention
MCABTV463: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Most Attention
MCABTV464: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Some Attention
MCABTV052: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Watched last 30 days
MCABTV465: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Watched last 7 days
MCABTV466: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Full Attention
MCABTV467: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Most Attention
MCABTV468: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Some Attention
MCABTV053: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Watched last 30 days
MCABTV469: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Watched last 7 days
MCABTV470: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Full Attention
MCABTV471: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Most Attention
MCABTV472: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Some Attention
MCABTV473: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Watched last 30 days
MCABTV474: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Watched last 7 days
MCABTV475: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Full Attention
MCABTV476: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Most Attention
MCABTV477: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Some Attention
MCABTV258: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Watched last 30 days
MCABTV478: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Watched last 7 days
MCABTV479: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Full Attention
MCABTV480: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Most Attention
MCABTV481: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Some Attention

MCABTV058: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Watched last 30 days
MCABTV482: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Watched last 7 days
MCABTV483: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Full Attention
MCABTV484: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Most Attention
MCABTV485: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Some Attention
MCABTV486: Cable And Satellite Networks - Programs Watched: FX: Better Things: Watched last 30 days
MCABTV487: Cable And Satellite Networks - Programs Watched: FX: Better Things: Watched last 7 days
MCABTV488: Cable And Satellite Networks - Programs Watched: FX: Better Things: Full Attention
MCABTV489: Cable And Satellite Networks - Programs Watched: FX: Better Things: Most Attention
MCABTV490: Cable And Satellite Networks - Programs Watched: FX: Better Things: Some Attention
MCABTV259: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Watched last 30 days
MCABTV491: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Watched last 7 days
MCABTV492: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Full Attention
MCABTV493: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Most Attention
MCABTV494: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Some Attention
MCABTV260: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Watched last 30 days
MCABTV495: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Watched last 7 days
MCABTV496: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Full Attention
MCABTV497: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Most Attention
MCABTV498: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Some Attention
MCABTV261: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Watched last 30 days
MCABTV499: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Watched last 7 days
MCABTV500: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Full Attention
MCABTV501: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Most Attention
MCABTV502: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Some Attention
MCABTV262: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Watched last 30 days
MCABTV503: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Watched last 7 days
MCABTV504: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Full Attention
MCABTV505: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Most Attention
MCABTV506: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Some Attention
MCABTV061: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Watched last 30 days
MCABTV507: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Watched last 7 days
MCABTV508: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Full Attention
MCABTV509: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Most Attention
MCABTV510: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Some Attention
MCABTV264: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Watched last 30 days
MCABTV511: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Watched last 7 days
MCABTV512: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Full Attention
MCABTV513: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Most Attention

MCABTV514: Cable And Satellite Networks - Programs Watched: History Channel:
Forged In Fire: Some Attention
MCABTV066: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters:
Watched last 30 days
MCABTV515: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters:
Watched last 7 days
MCABTV516: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters:
Full Attention
MCABTV517: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters:
Most Attention
MCABTV518: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters:
Some Attention
MCABTV068: Cable And Satellite Networks - Programs Watched: HGTV: Property
Brothers: Buying and Selling: Watched last 30 days
MCABTV519: Cable And Satellite Networks - Programs Watched: HGTV: Property
Brothers: Buying and Selling: Watched last 7 days
MCABTV520: Cable And Satellite Networks - Programs Watched: HGTV: Property
Brothers: Buying and Selling: Full Attention
MCABTV521: Cable And Satellite Networks - Programs Watched: HGTV: Property
Brothers: Buying and Selling: Most Attention
MCABTV522: Cable And Satellite Networks - Programs Watched: HGTV: Property
Brothers: Buying and Selling: Some Attention
MCABTV265: Cable And Satellite Networks - Programs Watched: HLN: How It Really
Happened: Watched last 30 days
MCABTV523: Cable And Satellite Networks - Programs Watched: HLN: How It Really
Happened: Watched last 7 days
MCABTV524: Cable And Satellite Networks - Programs Watched: HLN: How It Really
Happened: Full Attention
MCABTV525: Cable And Satellite Networks - Programs Watched: HLN: How It Really
Happened: Most Attention
MCABTV526: Cable And Satellite Networks - Programs Watched: HLN: How It Really
Happened: Some Attention
MCABTV069: Cable And Satellite Networks - Programs Watched: HLN: Morning Express
with Robin Meade: Watched last 30 days
MCABTV527: Cable And Satellite Networks - Programs Watched: HLN: Morning Express
with Robin Meade: Watched last 7 days
MCABTV528: Cable And Satellite Networks - Programs Watched: HLN: Morning Express
with Robin Meade: Full Attention
MCABTV529: Cable And Satellite Networks - Programs Watched: HLN: Morning Express
with Robin Meade: Most Attention
MCABTV530: Cable And Satellite Networks - Programs Watched: HLN: Morning Express
with Robin Meade: Some Attention
MCABTV267: Cable And Satellite Networks - Programs Watched: HLN: On the Story:
Watched last 30 days
MCABTV531: Cable And Satellite Networks - Programs Watched: HLN: On the Story:
Watched last 7 days
MCABTV532: Cable And Satellite Networks - Programs Watched: HLN: On the Story: Full
Attention
MCABTV533: Cable And Satellite Networks - Programs Watched: HLN: On the Story:
Most Attention
MCABTV534: Cable And Satellite Networks - Programs Watched: HLN: On the Story:
Some Attention
MCABTV535: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
Homicide Hunter Lt. Joe Kenda: Watched last 30 days
MCABTV536: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
Homicide Hunter Lt. Joe Kenda: Watched last 7 days
MCABTV537: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
Homicide Hunter Lt. Joe Kenda: Full Attention
MCABTV538: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
Homicide Hunter Lt. Joe Kenda: Most Attention
MCABTV539: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
Homicide Hunter Lt. Joe Kenda: Some Attention
MCABTV272: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
On the Case with Paula Zahn: Watched last 30 days
MCABTV540: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
On the Case with Paula Zahn: Watched last 7 days
MCABTV541: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
On the Case with Paula Zahn: Full Attention
MCABTV542: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
On the Case with Paula Zahn: Most Attention
MCABTV543: Cable And Satellite Networks - Programs Watched: Investigation Discovery:
On the Case with Paula Zahn: Some Attention
MCABTV071: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds:
Watched last 30 days
MCABTV544: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds:
Watched last 7 days
MCABTV545: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds:
Full Attention
MCABTV546: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds:
Most Attention
MCABTV547: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds:
Some Attention
MCABTV274: Cable And Satellite Networks - Programs Watched: ION: Law & Order:
Special Victims Unit: Watched last 30 days
MCABTV548: Cable And Satellite Networks - Programs Watched: ION: Law & Order:
Special Victims Unit: Watched last 7 days
MCABTV549: Cable And Satellite Networks - Programs Watched: ION: Law & Order:
Special Victims Unit: Full Attention
MCABTV550: Cable And Satellite Networks - Programs Watched: ION: Law & Order:
Special Victims Unit: Most Attention
MCABTV551: Cable And Satellite Networks - Programs Watched: ION: Law & Order:
Special Victims Unit: Some Attention
MCABTV552: Cable And Satellite Networks - Programs Watched: ION: Private Eyes:
Watched last 30 days
MCABTV553: Cable And Satellite Networks - Programs Watched: ION: Private Eyes:
Watched last 7 days
MCABTV554: Cable And Satellite Networks - Programs Watched: ION: Private Eyes: Full
Attention
MCABTV555: Cable And Satellite Networks - Programs Watched: ION: Private Eyes: Most
Attention
MCABTV556: Cable And Satellite Networks - Programs Watched: ION: Private Eyes:
Some Attention
MCABTV072: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It:
Watched last 30 days
MCABTV557: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It:
Watched last 7 days
MCABTV558: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Full
Attention
MCABTV559: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Most
Attention
MCABTV560: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Some
Attention
MCABTV561: Cable And Satellite Networks - Programs Watched: Lifetime: Married At
First Sight: Watched last 30 days
MCABTV562: Cable And Satellite Networks - Programs Watched: Lifetime: Married At
First Sight: Watched last 7 days
MCABTV563: Cable And Satellite Networks - Programs Watched: Lifetime: Married At
First Sight: Full Attention
MCABTV564: Cable And Satellite Networks - Programs Watched: Lifetime: Married At
First Sight: Most Attention
MCABTV565: Cable And Satellite Networks - Programs Watched: Lifetime: Married At
First Sight: Some Attention
MCABTV078: Cable And Satellite Networks - Programs Watched: MTV (Music Television):
The Challenge: Watched last 30 days
MCABTV566: Cable And Satellite Networks - Programs Watched: MTV (Music Television):
The Challenge: Watched last 7 days
MCABTV567: Cable And Satellite Networks - Programs Watched: MTV (Music Television):
The Challenge: Full Attention
MCABTV568: Cable And Satellite Networks - Programs Watched: MTV (Music Television):
The Challenge: Most Attention
MCABTV569: Cable And Satellite Networks - Programs Watched: MTV (Music Television):
The Challenge: Some Attention
MCABTV570: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Life Below Zero: Watched last 30 days
MCABTV571: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Life Below Zero: Watched last 7 days
MCABTV572: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Life Below Zero: Full Attention
MCABTV573: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Life Below Zero: Most Attention
MCABTV574: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Life Below Zero: Some Attention
MCABTV277: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Wicked Tuna: Watched last 30 days
MCABTV575: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Wicked Tuna: Watched last 7 days
MCABTV576: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Wicked Tuna: Full Attention
MCABTV577: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Wicked Tuna: Most Attention
MCABTV578: Cable And Satellite Networks - Programs Watched: National Geographic
Channel: Wicked Tuna: Some Attention
MCABTV279: Cable And Satellite Networks - Programs Watched: Netflix: House of Cards:
Watched last 30 days
MCABTV579: Cable And Satellite Networks - Programs Watched: Netflix: House of Cards:
Watched last 7 days

MCABTV580: Cable And Satellite Networks - Programs Watched: Netflix: House of Cards: Full Attention
MCABTV581: Cable And Satellite Networks - Programs Watched: Netflix: House of Cards: Most Attention
MCABTV582: Cable And Satellite Networks - Programs Watched: Netflix: House of Cards: Some Attention
MCABTV583: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Watched last 30 days
MCABTV584: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Watched last 7 days
MCABTV585: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Full Attention
MCABTV586: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Most Attention
MCABTV587: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Some Attention
MCABTV588: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Watched last 30 days
MCABTV589: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Watched last 7 days
MCABTV590: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Full Attention
MCABTV591: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Most Attention
MCABTV592: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Some Attention
MCABTV593: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Watched last 30 days
MCABTV594: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Watched last 7 days
MCABTV595: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Full Attention
MCABTV596: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Most Attention
MCABTV597: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Some Attention
MCABTV598: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Watched last 30 days
MCABTV599: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Watched last 7 days
MCABTV600: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Full Attention
MCABTV601: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Most Attention
MCABTV602: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Some Attention
MCABTV603: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Watched last 30 days
MCABTV604: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Watched last 7 days
MCABTV605: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Full Attention
MCABTV606: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Most Attention
MCABTV607: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Some Attention
MCABTV608: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Watched last 30 days
MCABTV609: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Watched last 7 days
MCABTV610: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Full Attention
MCABTV611: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Most Attention
MCABTV612: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Some Attention
MCABTV282: Cable And Satellite Networks - Programs Watched: Nickelodeon: Henry Danger: Watched last 30 days
MCABTV613: Cable And Satellite Networks - Programs Watched: Nickelodeon: Henry Danger: Watched last 7 days
MCABTV614: Cable And Satellite Networks - Programs Watched: Nickelodeon: Henry Danger: Full Attention
MCABTV615: Cable And Satellite Networks - Programs Watched: Nickelodeon: Henry Danger: Most Attention
MCABTV616: Cable And Satellite Networks - Programs Watched: Nickelodeon: Henry Danger: Some Attention
MCABTV617: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Watched last 30 days

MCABTV618: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Watched last 7 days
MCABTV619: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Full Attention
MCABTV620: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Most Attention
MCABTV621: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Some Attention
MCABTV082: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Watched last 30 days
MCABTV622: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Watched last 7 days
MCABTV623: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Full Attention
MCABTV624: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Most Attention
MCABTV625: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Some Attention
MCABTV083: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Watched last 30 days
MCABTV703: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Watched last 7 days
MCABTV704: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Full Attention
MCABTV705: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Most Attention
MCABTV706: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Some Attention
MCABTV091: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Watched last 30 days
MCABTV673: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Watched last 7 days
MCABTV674: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Full Attention
MCABTV675: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Most Attention
MCABTV676: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Some Attention
MCABTV092: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Watched last 30 days
MCABTV677: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Watched last 7 days
MCABTV678: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Full Attention
MCABTV679: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Most Attention
MCABTV680: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Some Attention
MCABTV681: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Watched last 30 days
MCABTV682: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Watched last 7 days
MCABTV683: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Full Attention
MCABTV684: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Most Attention
MCABTV685: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Some Attention
MCABTV093: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Watched last 30 days
MCABTV686: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Watched last 7 days
MCABTV687: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Full Attention
MCABTV688: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Most Attention
MCABTV689: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Some Attention
MCABTV095: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Watched last 30 days
MCABTV690: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Watched last 7 days
MCABTV691: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Full Attention
MCABTV692: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Most Attention
MCABTV693: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Some Attention

MCABTV096: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Watched last 30 days
MCABTV711: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Watched last 7 days
MCABTV712: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Full Attention
MCABTV713: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Most Attention
MCABTV714: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Some Attention
MCABTV715: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Watched last 30 days
MCABTV716: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Watched last 7 days
MCABTV717: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Full Attention
MCABTV718: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Most Attention
MCABTV719: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Some Attention
MCABTV312: Pay-Per-View TV - Other Viewed In Last 12 Months: Any
MCABTV724: Premium Channel Viewing: Any in last 30 days
MCABTV313: Premium Channels - Any Watching Past 30 Days: Cinemax
MCABTV314: Premium Channels - Any Watching Past 30 Days: EPIX
MCABTV315: Premium Channels - Any Watching Past 30 Days: HBO
MCABTV316: Premium Channels - Any Watching Past 30 Days: The Movie Channel
MCABTV317: Premium Channels - Any Watching Past 30 Days: Showtime
MCABTV318: Premium Channels - Any Watching Past 30 Days: Starz
MCABTV319: Premium Channels - Any Watching Past 30 Days: Starz Encore
MCABTV231: Video-On-Demand - Movies Viewed Last 30 Days: Any
MCABTV235: Video-On-Demand - Music Programs Or Videos Viewed Last 30 Days: Any
MCABTV236: Video-On-Demand - Other Viewed Last 30 Days: Any
MCABTV232: Video-On-Demand - TV Shows Viewed Last 30 Days: Any
MCABTV702: Video-On-Demand And Pay-Per-View Viewing - Watched Any Programs Or Events: Pay-Per-View
MCABTV234: Video-On-Demand And Pay-Per-View Viewing - Watched Any Programs Or Events: Video-On-Demand

Cable Services (Channels)

MCABTV097: Television Channels Or Networks: Adult Swim Any watching
MCABTV098: Television Channels Or Networks: A&E Any watching
MCABTV099: Television Channels Or Networks: AMC Any watching
MCABTV100: Television Channels Or Networks: American Heroes Channel Any watching
MCABTV101: Television Channels Or Networks: Animal Planet Any watching
MCABTV298: Television Channels Or Networks: ASPIRE Any watching
MCABTV299: Television Channels Or Networks: Azteca Any watching
MCABTV300: Television Channels Or Networks: BabyFirst Any watching
MCABTV102: Television Channels Or Networks: BBC America Any watching
MCABTV103: Television Channels Or Networks: BBC World News Any watching
MCABTV003: Television Channels Or Networks: beIN SPORTS Any watching
MCABTV004: Television Channels Or Networks: beIN SPORTS En Español Any watching
MCABTV104: Television Channels Or Networks: BET (Black Entertainment TV) Any watching
MCABTV006: Television Channels Or Networks: BET Her Any watching
MCABTV105: Television Channels Or Networks: Bloomberg Television Any watching
MCABTV007: Television Channels Or Networks: Bounce [measured as Bounce TV in Wave 79] Any watching
MCABTV107: Television Channels Or Networks: Bravo Any watching
MCABTV108: Television Channels Or Networks: Cartoon Network Any watching
MCABTV109: Television Channels Or Networks: CBS Sports Network Any watching
MCABTV112: Television Channels Or Networks: CMT (Country Music Television) Any watching
MCABTV113: Television Channels Or Networks: CNBC Any watching
MCABTV114: Television Channels Or Networks: CNN Any watching
MCABTV115: Television Channels Or Networks: Comedy Central Any watching
MCABTV116: Television Channels Or Networks: Cooking Channel Any watching
MCABTV302: Television Channels Or Networks: COZI TV Any watching
MCABTV117: Television Channels Or Networks: Destination America Any watching
MCABTV118: Television Channels Or Networks: Discovery Channel Any watching
MCABTV119: Television Channels Or Networks: Discovery Family Any watching
MCABTV120: Television Channels Or Networks: Discovery Life Channel Any watching
MCABTV121: Television Channels Or Networks: Disney Channel Any watching
MCABTV122: Television Channels Or Networks: Disney Junior Any watching
MCABTV123: Television Channels Or Networks: Disney XD Any watching
MCABTV124: Television Channels Or Networks: DIY Network Any watching
MCABTV125: Television Channels Or Networks: E! Any watching

MCABTV013: Television Channels Or Networks: El Rey Any watching
MCABTV126: Television Channels Or Networks: ESPN Any watching
MCABTV127: Television Channels Or Networks: ESPN2 Any watching
MCABTV128: Television Channels Or Networks: ESPNU Any watching
MCABTV130: Television Channels Or Networks: ESPNews Any watching
MCABTV303: Television Channels Or Networks: Estrella TV Any watching
MCABTV132: Television Channels Or Networks: Flix Any watching
MCABTV137: Television Channels Or Networks: Food Network Any watching
MCABTV134: Television Channels Or Networks: Fox Business Network Any watching
MCABTV135: Television Channels Or Networks: Fox News Channel Any watching
MCABTV136: Television Channels Or Networks: Fox Sports 1 Any watching
MCABTV137: Television Channels Or Networks: Fox Sports 2 Any watching
MCABTV014: Television Channels Or Networks: Freeform Any watching
MCABTV139: Television Channels Or Networks: Fuse Any watching
MCABTV140: Television Channels Or Networks: FX Any watching
MCABTV141: Television Channels Or Networks: FXM (FX Movie Channel) Any watching
MCABTV142: Television Channels Or Networks: FXX Any watching
MCABTV143: Television Channels Or Networks: FYI Any watching
MCABTV144: Television Channels Or Networks: GAC (Great American Country) Any watching
MCABTV145: Television Channels Or Networks: Galavisión Any watching
MCABTV146: Television Channels Or Networks: Golf Channel Any watching
MCABTV147: Television Channels Or Networks: GSN (Game Show Network) Any watching
MCABTV148: Television Channels Or Networks: Hallmark Channel Any watching
MCABTV149: Television Channels Or Networks: Hallmark Movies & Mysteries Any watching
MCABTV150: Television Channels Or Networks: History Channel Any watching
MCABTV151: Television Channels Or Networks: HLN Any watching
MCABTV152: Television Channels Or Networks: HGTV Any watching
MCABTV153: Television Channels Or Networks: HSN (Home Shopping Network) Any watching
MCABTV154: Television Channels Or Networks: IFC TV Any watching
MCABTV155: Television Channels Or Networks: INSP Any watching
MCABTV156: Television Channels Or Networks: Investigation Discovery Any watching
MCABTV157: Television Channels Or Networks: ION Any watching
MCABTV158: Television Channels Or Networks: Lifetime Any watching
MCABTV159: Television Channels Or Networks: Lifetime Movies Any watching
MCABTV160: Television Channels Or Networks: Logo Any watching
MCABTV161: Television Channels Or Networks: MAVTV Any watching
MCABTV162: Television Channels Or Networks: MeTV Any watching
MCABTV163: Television Channels Or Networks: MLB Network Any watching
MCABTV015: Television Channels Or Networks: Motor Trend Network [measured as Velocity in Waves 79 and 80] Any watching
MCABTV016: Television Channels Or Networks: MSNBC Any watching
MCABTV165: Television Channels Or Networks: MTV (Music Television) Any watching
MCABTV017: Television Channels Or Networks: MTV Classic Any watching
MCABTV028: Television Channels Or Networks: MTV Live Any watching
MCABTV168: Television Channels Or Networks: MTV2 Any watching
MCABTV169: Television Channels Or Networks: Music Choice Any watching
MCABTV170: Television Channels Or Networks: Nat Geo Wild Any watching
MCABTV171: Television Channels Or Networks: National Geographic Channel Any watching
MCABTV172: Television Channels Or Networks: NBA TV Any watching
MCABTV173: Television Channels Or Networks: NBC Sports Network Any watching
MCABTV174: Television Channels Or Networks: NFL Network Any watching
MCABTV305: Television Channels Or Networks: NHL Network Any watching
MCABTV175: Television Channels Or Networks: Nick at Nite Any watching
MCABTV176: Television Channels Or Networks: Nick Jr. Any watching
MCABTV177: Television Channels Or Networks: Nickelodeon Any watching
MCABTV178: Television Channels Or Networks: Outdoor Channel Any watching
MCABTV179: Television Channels Or Networks: Ovation TV Any watching
MCABTV180: Television Channels Or Networks: OWN (Oprah Winfrey Network) Any watching
MCABTV181: Television Channels Or Networks: Oxygen Any watching
MCABTV306: Television Channels Or Networks: Paramount Network Any watching
MCABTV307: Television Channels Or Networks: PBS KIDS Any watching
MCABTV182: Television Channels Or Networks: POP Any watching
MCABTV183: Television Channels Or Networks: QVC Any watching
MCABTV184: Television Channels Or Networks: Reelz Channel Any watching
MCABTV185: Television Channels Or Networks: RFD-TV (Rural Free Delivery TV) Any watching
MCABTV186: Television Channels Or Networks: SCI Any watching
MCABTV187: Television Channels Or Networks: Smithsonian Channel Any watching
MCABTV189: Television Channels Or Networks: Sportsman Channel Any watching
MCABTV190: Television Channels Or Networks: SundanceTV Any watching
MCABTV191: Television Channels Or Networks: SYFY Any watching
MCABTV192: Television Channels Or Networks: TBS Any watching
MCABTV193: Television Channels Or Networks: TeenNick Any watching

MCABTV194: Television Channels Or Networks: Tennis Channel Any watching
MCABTV195: Television Channels Or Networks: TLC Any watching
MCABTV196: Television Channels Or Networks: Travel Channel Any watching
MCABTV197: Television Channels Or Networks: truTV Any watching
MCABTV198: Television Channels Or Networks: TNT Any watching
MCABTV199: Television Channels Or Networks: TCM (Turner Classic Movies) Any watching
MCABTV200: Television Channels Or Networks: TV Land Any watching
MCABTV308: Television Channels Or Networks: TV Land Classic Any watching
MCABTV201: Television Channels Or Networks: TV One Any watching
MCABTV320: Television Channels Or Networks: Universal Kids Any watching
MCABTV321: Television Channels Or Networks: Universo Any watching
MCABTV310: Television Channels Or Networks: Univision Deportes Network (UDN) Any watching
MCABTV202: Television Channels Or Networks: UP TV Any watching
MCABTV203: Television Channels Or Networks: USA Network Any watching
MCABTV205: Television Channels Or Networks: Vh1 Any watching
MCABTV311: Television Channels Or Networks: Viceland Any watching
MCABTV206: Television Channels Or Networks: The Weather Channel Any watching
MCABTV207: Television Channels Or Networks: WE tv Any watching
MCABTV208: Television Channels Or Networks: WGN America Any watching
MCABTV283: Cable And Satellite Networks - Programs Watched: Paramount: Bar Rescue: Watched last 30 days
MCABTV626: Cable And Satellite Networks - Programs Watched: Paramount: Bar Rescue: Watched last 7 days
MCABTV627: Cable And Satellite Networks - Programs Watched: Paramount: Bar Rescue: Full Attention
MCABTV628: Cable And Satellite Networks - Programs Watched: Paramount: Bar Rescue: Most Attention
MCABTV629: Cable And Satellite Networks - Programs Watched: Paramount: Bar Rescue: Some Attention
MCABTV284: Cable And Satellite Networks - Programs Watched: Paramount: Ink Master: Watched last 30 days
MCABTV630: Cable And Satellite Networks - Programs Watched: Paramount: Ink Master: Watched last 7 days
MCABTV631: Cable And Satellite Networks - Programs Watched: Paramount: Ink Master: Full Attention
MCABTV632: Cable And Satellite Networks - Programs Watched: Paramount: Ink Master: Most Attention
MCABTV633: Cable And Satellite Networks - Programs Watched: Paramount: Ink Master: Some Attention
MCABTV285: Cable And Satellite Networks - Programs Watched: Paramount: Lip Sync Battle: Watched last 30 days
MCABTV634: Cable And Satellite Networks - Programs Watched: Paramount: Lip Sync Battle: Watched last 7 days
MCABTV635: Cable And Satellite Networks - Programs Watched: Paramount: Lip Sync Battle: Full Attention
MCABTV636: Cable And Satellite Networks - Programs Watched: Paramount: Lip Sync Battle: Most Attention
MCABTV637: Cable And Satellite Networks - Programs Watched: Paramount: Lip Sync Battle: Some Attention
MCABTV638: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Watched last 30 days
MCABTV639: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Watched last 7 days
MCABTV640: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Full Attention
MCABTV641: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Most Attention
MCABTV642: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Some Attention
MCABTV643: Cable And Satellite Networks - Programs Watched: TBS: Miracle Workers: Watched last 30 days
MCABTV644: Cable And Satellite Networks - Programs Watched: TBS: Miracle Workers: Watched last 7 days
MCABTV645: Cable And Satellite Networks - Programs Watched: TBS: Miracle Workers: Full Attention
MCABTV646: Cable And Satellite Networks - Programs Watched: TBS: Miracle Workers: Most Attention
MCABTV647: Cable And Satellite Networks - Programs Watched: TBS: Miracle Workers: Some Attention
MCABTV287: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Watched last 30 days
MCABTV648: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Watched last 7 days
MCABTV649: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Full Attention
MCABTV650: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Most Attention
MCABTV651: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Some Attention
MCABTV288: Cable And Satellite Networks - Programs Watched: TLC: My Big Fat Fabulous Life: Watched last 30 days
MCABTV652: Cable And Satellite Networks - Programs Watched: TLC: My Big Fat Fabulous Life: Watched last 7 days
MCABTV653: Cable And Satellite Networks - Programs Watched: TLC: My Big Fat Fabulous Life: Full Attention
MCABTV654: Cable And Satellite Networks - Programs Watched: TLC: My Big Fat Fabulous Life: Most Attention
MCABTV655: Cable And Satellite Networks - Programs Watched: TLC: My Big Fat Fabulous Life: Some Attention
MCABTV289: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Watched last 30 days
MCABTV656: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Watched last 7 days
MCABTV657: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Full Attention
MCABTV658: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Most Attention
MCABTV659: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Some Attention
MCABTV290: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Watched last 30 days
MCABTV660: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Watched last 7 days
MCABTV661: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Full Attention
MCABTV662: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Most Attention
MCABTV663: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Some Attention
MCABTV291: Cable And Satellite Networks - Programs Watched: TNT: Animal Kingdom: Watched last 30 days
MCABTV664: Cable And Satellite Networks - Programs Watched: TNT: Animal Kingdom: Watched last 7 days
MCABTV665: Cable And Satellite Networks - Programs Watched: TNT: Animal Kingdom: Full Attention
MCABTV666: Cable And Satellite Networks - Programs Watched: TNT: Animal Kingdom: Most Attention
MCABTV667: Cable And Satellite Networks - Programs Watched: TNT: Animal Kingdom: Some Attention
MCABTV668: Cable And Satellite Networks - Programs Watched: TNT: Claws: Watched last 30 days
MCABTV669: Cable And Satellite Networks - Programs Watched: TNT: Claws: Watched last 7 days
MCABTV670: Cable And Satellite Networks - Programs Watched: TNT: Claws: Full Attention
MCABTV671: Cable And Satellite Networks - Programs Watched: TNT: Claws: Most Attention
MCABTV672: Cable And Satellite Networks - Programs Watched: TNT: Claws: Some Attention
MCABTV292: Cable And Satellite Networks - Programs Watched: truTV: Adam Ruins Everything: Watched last 30 days
MCABTV707: Cable And Satellite Networks - Programs Watched: truTV: Adam Ruins Everything: Watched last 7 days
MCABTV708: Cable And Satellite Networks - Programs Watched: truTV: Adam Ruins Everything: Full Attention
MCABTV709: Cable And Satellite Networks - Programs Watched: truTV: Adam Ruins Everything: Most Attention
MCABTV710: Cable And Satellite Networks - Programs Watched: truTV: Adam Ruins Everything: Some Attention
MCABTV295: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Watched last 30 days
MCABTV694: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Watched last 7 days
MCABTV695: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Full Attention
MCABTV696: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Most Attention
MCABTV697: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Some Attention
MCABTV296: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Gone Viral: Watched last 30 days
MCABTV698: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Gone Viral: Watched last 7 days
MCABTV699: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Gone Viral: Full Attention

MCABTV700: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Gone Viral: Most Attention
MCABTV701: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Gone Viral: Some Attention
MCABTV297: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Watched last 30 days
MCABTV720: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Watched last 7 days
MCABTV721: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Full Attention
MCABTV722: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Most Attention
MCABTV723: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Some Attention

Digital Video Recorders (DVR)

MCABTV209: Digital Video Recorder (DVR) - Household Have: Yes

Pay Per View

MCABTV210: Pay-Per-View TV - Movies Viewed In Last 12 Months: Any
MCABTV211: Pay-Per-View TV - Sports Events Viewed In Last 12 Months: Any

Premium Channel Viewing

MCABTV213: Premium Channels - Household Subscribes To: Cinemax
MCABTV214: Premium Channels - Household Subscribes To: EPIX
MCABTV215: Premium Channels - Household Subscribes To: Home Box Office (HBO)
MCABTV216: Premium Channels - Household Subscribes To: The Movie Channel
MCABTV217: Premium Channels - Household Subscribes To: Showtime
MCABTV218: Premium Channels - Household Subscribes To: Starz
MCABTV219: Premium Channels - Household Subscribes To: Starz Encore

Satellite Dish

MCABTV227: Satellite Dish - Companies Access Programming: DIRECTV
MCABTV228: Satellite Dish - Companies Access Programming: Dish Network
MCABTV229: Satellite Dish - Companies Access Programming: Other
MCABTV230: Satellite Dish - HH Have: Household have a satellite dish

Home Internet Connection

MINET001: How Respondent Connects To The Internet From Home: Dial-up modem
MINET002: How Respondent Connects To The Internet From Home: Cable Modem
MINET003: How Respondent Connects To The Internet From Home: DSL Connection
MINET004: How Respondent Connects To The Internet From Home: Fiber Optic service such as Verizon Fios or AT&T U-verse
MINET005: How Respondent Connects To The Internet From Home: Satellite Service
MINET006: How Respondent Connects To The Internet From Home: Any Broadband or High speed Connection

Instant Messagers

MINET008: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: Facebook Messenger
MINET224: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: FaceTime
MINET009: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: Google Hangouts
MINET010: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: Skype
MINET225: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: Snapchat Chat

Internet Usage

MINET226: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: WeChat
MINET227: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: WhatsApp

MINET012: Internet - Activities Done: Visited a chat room
MINET013: Internet - Activities Done: Used e-mail
MINET014: Internet - Activities Done: Used instant messenger/IM
MINET015: Internet - Activities Done: Participated in on-line dating
MINET016: Internet - Activities Done: Made a purchase for personal use
MINET017: Internet - Activities Done: Made a purchase for business use
MINET228: Internet - Activities Done: Obtained info to help make a purchase
MINET018: Internet - Activities Done: Made personal or business travel plans
MINET019: Internet - Activities Done: Played games online
MINET020: Internet - Activities Done: Downloaded a video game
MINET021: Internet - Activities Done: Used on-line gambling site
MINET022: Internet - Activities Done: Obtained financial info
MINET023: Internet - Activities Done: Tracked investments/Traded stocks bonds or mutual funds
MINET024: Internet - Activities Done: Paid bills on-line
MINET025: Internet - Activities Done: Obtained the latest news/Current events
MINET026: Internet - Activities Done: Obtained sports news/Information
MINET027: Internet - Activities Done: Obtained info for new or used car purchase
MINET028: Internet - Activities Done: Obtained info about real estate
MINET029: Internet - Activities Done: Obtained medical info
MINET030: Internet - Activities Done: Obtained childcare or parenting info
MINET031: Internet - Activities Done: Obtained info about entertainment or celebrities
MINET032: Internet - Activities Done: Looked for employment
MINET033: Internet - Activities Done: Looked for recipes
MINET034: Internet - Activities Done: Took an online class or course
MINET035: Internet - Activities Done: Visited a TV network or TV shows website
MINET036: Internet - Activities Done: Looked at TV listings on-line
MINET037: Internet - Activities Done: Looked up movie listings or showtimes
MINET038: Internet - Activities Done: Downloaded a TV program
MINET039: Internet - Activities Done: Watched a TV program online
MINET040: Internet - Activities Done: Downloaded a movie
MINET041: Internet - Activities Done: Watched a movie online
MINET042: Internet - Activities Done: Watched other online video
MINET043: Internet - Activities Done: Visited online blogs
MINET044: Internet - Activities Done: Wrote an online blog
MINET045: Internet - Activities Done: Posted a comment or review on a blog online forum message or bulletin board
MINET046: Internet - Activities Done: Made a phone call
MINET229: Internet - Activities Done: Used video chat
MINET047: Internet - Activities Done: Uploaded or added video to website
MINET048: Internet - Activities Done: Shared photos through Internet website
MINET049: Internet - Activities Done: Sent an electronic greeting card
MINET050: Internet - Can Connect From Home Using A Wireless Connection (Not Including Cell Phones): Yes
MINET051: Internet - Devices Used To Look At Or Use: Desktop Computer
MINET052: Internet - Devices Used To Look At Or Use: Laptop or Netbook Computer
MINET053: Internet - Devices Used To Look At Or Use: Any Computer
MINET054: Internet - Devices Used To Look At Or Use: iPad or other Tablet
MINET055: Internet - Devices Used To Look At Or Use: Cellphone or Smartphone
MINET056: Internet - Devices Used To Look At Or Use: E-reader
MINET057: Internet - Devices Used To Look At Or Use: iPod or other MP3 Player
MINET058: Internet - Devices Used To Look At Or Use: Video game console
MINET059: Internet - Devices Used To Look At Or Use: Television
MINET060: Internet - Have Access At Home: Yes
MINET061: Internet - Total Time Spent Using Last Saturday: 10 or more hours
MINET062: Internet - Total Time Spent Using Last Saturday: 5 hrs. - less than 10 hours
MINET063: Internet - Total Time Spent Using Last Saturday: 2 hrs. - less than 5 hours
MINET064: Internet - Total Time Spent Using Last Saturday: 1 hr. - less than 2 hours
MINET065: Internet - Total Time Spent Using Last Saturday: « hr. - less than 1 hour
MINET066: Internet - Total Time Spent Using Last Saturday: Less than « hour
MINET067: Internet - Total Time Spent Using Last Sunday: 10 or more hours
MINET068: Internet - Total Time Spent Using Last Sunday: 5 hrs. - less than 10 hours
MINET069: Internet - Total Time Spent Using Last Sunday: 2 hrs. - less than 5 hours
MINET070: Internet - Total Time Spent Using Last Sunday: 1 hr. - less than 2 hours
MINET071: Internet - Total Time Spent Using Last Sunday: « hr. - less than 1 hour
MINET072: Internet - Total Time Spent Using Last Sunday: Less than « hour
MINET073: Internet - Total Time Spent Using Yesterday: 10 or more hours
MINET074: Internet - Total Time Spent Using Yesterday: 5 hrs. - less than 10 hours
MINET075: Internet - Total Time Spent Using Yesterday: 2 hrs. - less than 5 hours
MINET076: Internet - Total Time Spent Using Yesterday: 1 hr. - less than 2 hours
MINET077: Internet - Total Time Spent Using Yesterday: « hr. - less than 1 hour
MINET078: Internet - Total Time Spent Using Yesterday: Less than « hour
MINET079: Internet - Where Looked/Used: At home
MINET080: Internet - Where Looked/Used: At work
MINET081: Internet - Where Looked/Used: At school or library
MINET082: Internet - Where Looked/Used: Another place

Internet Service Providers

MINET083: Internet Service Providers - Household: America On-line (AOL)
MINET084: Internet Service Providers - Household: AT&T (U-Verse or DSL)
MINET085: Internet Service Providers - Household: CenturyLink
MINET087: Internet Service Providers - Household: Cox
MINET230: Internet Service Providers - Household: Frontier
MINET089: Internet Service Providers - Household: Optimum
MINET090: Internet Service Providers - Household: Spectrum (including Spectrum Charter Bright House and Time Warner Cable)
MINET091: Internet Service Providers - Household: Verizon or Fios by Verizon
MINET092: Internet Service Providers - Household: Any service

Social Networking

MINET235: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Radio.com
MINET236: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Shazam
MINET237: Music Or Audio Services - Listened To Or Used In The Last 30 Days: SoundCloud
MINET238: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Tidal
MINET239: Music/Audio On The Internet Last 30 Days: Listened online to streaming AM/FM broadcast radio stations
MINET240: Music/Audio On The Internet Last 30 Days: Listened to Internet-only radio/audio services (eg. Pandora Spotify etc.)
MINET241: Music/Audio On The Internet Last 30 Days: Visited a radio station radio program or radio personalities website
MINET242: Music/Audio On The Internet Last 30 Days: Downloaded music
MINET118: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Facebook
MINET119: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Flickr
MINET007: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Google Photos
MINET122: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Instagram
MINET123: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: LinkedIn
MINET244: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Periscope
MINET125: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Pinterest
MINET126: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Reddit
MINET127: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Shutterfly
MINET245: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Snapchat
MINET128: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Tumblr
MINET011: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Twitch
MINET129: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Twitter
MINET088: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Vimeo
MINET130: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Yelp
MINET131: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: YouTube
MINET132: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Any

Web Sites Visited Last Month

MINET134: Websites Visited Or Apps Used In The Last 30 Days: AOL Mail
MINET135: Websites Visited Or Apps Used In The Last 30 Days: Gmail
MINET136: Websites Visited Or Apps Used In The Last 30 Days: Outlook
MINET137: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Mail
MINET138: Websites Visited Or Apps Used In The Last 30 Days: ABC
MINET140: Websites Visited Or Apps Used In The Last 30 Days: BuzzFeed
MINET141: Websites Visited Or Apps Used In The Last 30 Days: CBS
MINET142: Websites Visited Or Apps Used In The Last 30 Days: Disney.com
MINET145: Websites Visited Or Apps Used In The Last 30 Days: Fandango
MINET146: Websites Visited Or Apps Used In The Last 30 Days: Fox.com/FOX NOW
MINET147: Websites Visited Or Apps Used In The Last 30 Days: IMDB

MINET149: Websites Visited Or Apps Used In The Last 30 Days: MSN Entertainment
MINET150: Websites Visited Or Apps Used In The Last 30 Days: MTV
MINET151: Websites Visited Or Apps Used In The Last 30 Days: NBC
MINET152: Websites Visited Or Apps Used In The Last 30 Days: PBS.org or PBS Video
MINET246: Websites Visited Or Apps Used In The Last 30 Days: PopSugar
MINET153: Websites Visited Or Apps Used In The Last 30 Days: Ticketmaster
MINET154: Websites Visited Or Apps Used In The Last 30 Days: Vevo.com
MINET155: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Entertainment [measured as Yahoo! Movies in Wave 79]
MINET156: Websites Visited Or Apps Used In The Last 30 Days: CNBC
MINET157: Websites Visited Or Apps Used In The Last 30 Days: MSN Money
MINET158: Websites Visited Or Apps Used In The Last 30 Days: TheStreet
MINET159: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Finance
MINET160: Websites Visited Or Apps Used In The Last 30 Days: Answers.com/WikiAnswers
MINET162: Websites Visited Or Apps Used In The Last 30 Days: eHow
MINET163: Websites Visited Or Apps Used In The Last 30 Days: WebMD
MINET164: Websites Visited Or Apps Used In The Last 30 Days: Whitepages
MINET165: Websites Visited Or Apps Used In The Last 30 Days: Wikipedia
MINET166: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Answers
MINET099: Websites Visited Or Apps Used In The Last 30 Days: Zillow
MINET168: Websites Visited Or Apps Used In The Last 30 Days: CareerBuilder
MINET100: Websites Visited Or Apps Used In The Last 30 Days: Indeed.com or Indeed Jobs
MINET169: Websites Visited Or Apps Used In The Last 30 Days: Monster
MINET170: Websites Visited Or Apps Used In The Last 30 Days: ABCNews
MINET171: Websites Visited Or Apps Used In The Last 30 Days: BBC.com
MINET172: Websites Visited Or Apps Used In The Last 30 Days: CBSNews
MINET173: Websites Visited Or Apps Used In The Last 30 Days: CNN
MINET174: Websites Visited Or Apps Used In The Last 30 Days: Fox News
MINET101: Websites Visited Or Apps Used In The Last 30 Days: HuffPost
MINET176: Websites Visited Or Apps Used In The Last 30 Days: NBCNews
MINET177: Websites Visited Or Apps Used In The Last 30 Days: nytimes.com
MINET247: Websites Visited Or Apps Used In The Last 30 Days: Reuters
MINET102: Websites Visited Or Apps Used In The Last 30 Days: The Washington Post
MINET178: Websites Visited Or Apps Used In The Last 30 Days: USA Today.com
MINET179: Websites Visited Or Apps Used In The Last 30 Days: WSJ.com
MINET180: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! News
MINET181: Websites Visited Or Apps Used In The Last 30 Days: Amazon
MINET182: Websites Visited Or Apps Used In The Last 30 Days: Coupons
MINET183: Websites Visited Or Apps Used In The Last 30 Days: eBay
MINET184: Websites Visited Or Apps Used In The Last 30 Days: Groupon
MINET185: Websites Visited Or Apps Used In The Last 30 Days: LivingSocial
MINET186: Websites Visited Or Apps Used In The Last 30 Days: Overstock
MINET103: Websites Visited Or Apps Used In The Last 30 Days: Telemundo.com
MINET187: Websites Visited Or Apps Used In The Last 30 Days: Univision.com or Univision NOW
MINET189: Websites Visited Or Apps Used In The Last 30 Days: Any Spanish Language Website/App
MINET190: Websites Visited Or Apps Used In The Last 30 Days: BleacherReport.com or B-R
MINET191: Websites Visited Or Apps Used In The Last 30 Days: CBSSports
MINET192: Websites Visited Or Apps Used In The Last 30 Days: ESPN
MINET193: Websites Visited Or Apps Used In The Last 30 Days: FOX Sports
MINET194: Websites Visited Or Apps Used In The Last 30 Days: MLB.com/MLB.com At Bat
MINET195: Websites Visited Or Apps Used In The Last 30 Days: NASCAR
MINET196: Websites Visited Or Apps Used In The Last 30 Days: NBA
MINET197: Websites Visited Or Apps Used In The Last 30 Days: NBCSports.com
MINET198: Websites Visited Or Apps Used In The Last 30 Days: NFL.com or NFL/NFL Mobile
MINET200: Websites Visited Or Apps Used In The Last 30 Days: WWE
MINET201: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Sports
MINET202: Websites Visited Or Apps Used In The Last 30 Days: CNET
MINET248: Websites Visited Or Apps Used In The Last 30 Days: Airbnb
MINET203: Websites Visited Or Apps Used In The Last 30 Days: Bing Maps
MINET204: Websites Visited Or Apps Used In The Last 30 Days: CheapTickets
MINET205: Websites Visited Or Apps Used In The Last 30 Days: Expedia
MINET206: Websites Visited Or Apps Used In The Last 30 Days: Google Maps
MINET207: Websites Visited Or Apps Used In The Last 30 Days: Hotels.com
MINET208: Websites Visited Or Apps Used In The Last 30 Days: Hotwire
MINET104: Websites Visited Or Apps Used In The Last 30 Days: Lyft
MINET209: Websites Visited Or Apps Used In The Last 30 Days: MapQuest
MINET210: Websites Visited Or Apps Used In The Last 30 Days: Orbitz
MINET211: Websites Visited Or Apps Used In The Last 30 Days: Priceline
MINET212: Websites Visited Or Apps Used In The Last 30 Days: Travelocity
MINET213: Websites Visited Or Apps Used In The Last 30 Days: TripAdvisor
MINET105: Websites Visited Or Apps Used In The Last 30 Days: Uber
MINET214: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Maps

MINET215: Websites Visited Or Apps Used In The Last 30 Days: AccuWeather
MINET216: Websites Visited Or Apps Used In The Last 30 Days: The Weather Channel (Weather.com)
MINET217: Websites Visited Or Apps Used In The Last 30 Days: WeatherBug
MINET218: Websites Visited Or Apps Used In The Last 30 Days: Weather Underground (wunderground.com)

Search Engines

MINET219: Websites/Search Engines - Used In Last 30 Days: AOL/AOL.com
MINET220: Websites/Search Engines - Used In Last 30 Days: Ask.com
MINET221: Websites/Search Engines - Used In Last 30 Days: Bing.com
MINET222: Websites/Search Engines - Used In Last 30 Days: Google.com
MINET223: Websites/Search Engines - Used In Last 30 Days: Yahoo.com

Magazine Groups

MMAGAZ011: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Bonnier Magazine Network [29]
MMAGAZ012: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Bonnier Marine and Aviation Group [29]
MMAGAZ015: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Bonnier Outdoor Group [29]
MMAGAZ016: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Cond, Nast Package [29]
MMAGAZ018: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Design Group [29]
MMAGAZ019: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Magazine Group [29]
MMAGAZ020: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Mens Group [29]
MMAGAZ002: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: MotorTrend Group [29]
MMAGAZ022: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Outdoor Sportsman Trophy Group The [29]
MMAGAZ025: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Trusted Media Brands Inc. Group [29]
MMAGAZ427: Magazines Print + Digital Editions - Frequency/Average Issue: Boys Life: Print+Digital Audience
MMAGAZ026: Magazine Groups - Print + Digital Editions Reach: Bonnier Magazine Network
MMAGAZ027: Magazine Groups - Print + Digital Editions Reach: Bonnier Marine and Aviation Group
MMAGAZ030: Magazine Groups - Print + Digital Editions Reach: Bonnier Outdoor Group
MMAGAZ031: Magazine Groups - Print + Digital Editions Reach: Cond, Nast Package
MMAGAZ033: Magazine Groups - Print + Digital Editions Reach: Hearst Design Group
MMAGAZ034: Magazine Groups - Print + Digital Editions Reach: Hearst Magazine Group
MMAGAZ035: Magazine Groups - Print + Digital Editions Reach: Hearst Mens Group
MMAGAZ201: Magazine Groups - Print + Digital Editions Reach: MotorTrend Group
MMAGAZ037: Magazine Groups - Print + Digital Editions Reach: Outdoor Sportsman Trophy Group The
MMAGAZ040: Magazine Groups - Print + Digital Editions Reach: Trusted Media Brands Inc. Group

Magazine Types

MMAGAZ428: Magazines Print + Digital Editions - Frequency/Average Issue: Elks Magazine The: Print+Digital Audience
MMAGAZ041: Magazine Types [Print/Paper/Hard-Copy]: Airline [29]
MMAGAZ042: Magazine Types [Print/Paper/Hard-Copy]: Automotive [29]
MMAGAZ043: Magazine Types [Print/Paper/Hard-Copy]: Boating [29]
MMAGAZ045: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance [29]
MMAGAZ046: Magazine Types [Print/Paper/Hard-Copy]: Epicurean [29]
MMAGAZ047: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting [29]
MMAGAZ048: Magazine Types [Print/Paper/Hard-Copy]: Fraternal [29]
MMAGAZ049: Magazine Types [Print/Paper/Hard-Copy]: General Editorial [29]
MMAGAZ050: Magazine Types [Print/Paper/Hard-Copy]: Health [29]
MMAGAZ051: Magazine Types [Print/Paper/Hard-Copy]: Home Service [29]
MMAGAZ052: Magazine Types [Print/Paper/Hard-Copy]: Men [29]
MMAGAZ054: Magazine Types [Print/Paper/Hard-Copy]: News and Entertainment Weeklies [29]
MMAGAZ055: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed [29]
MMAGAZ056: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation [29]
MMAGAZ057: Magazine Types [Print/Paper/Hard-Copy]: Parenthood [29]
MMAGAZ058: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology [29]

MMAGAZ059: Magazine Types [Print/Paper/Hard-Copy]: Sports [29]
MMAGAZ060: Magazine Types [Print/Paper/Hard-Copy]: Travel [29]
MMAGAZ061: Magazine Types [Print/Paper/Hard-Copy]: Women [29]
MMAGAZ062: Magazine Types [Print/Paper/Hard-Copy]: Womens Fashion [29]

Magazines (Individual)

MMAGAZ253: Magazines Print + Digital Editions - Frequency/Average Issue: AARP The Magazine: Print+Digital Audience
MMAGAZ255: Magazines Print + Digital Editions - Frequency/Average Issue: Allure: Print+Digital Audience
MMAGAZ256: Magazines Print + Digital Editions - Frequency/Average Issue: American Hunter: Print+Digital Audience
MMAGAZ257: Magazines Print + Digital Editions - Frequency/Average Issue: American Legion: Print+Digital Audience
MMAGAZ258: Magazines Print + Digital Editions - Frequency/Average Issue: American Rifleman: Print+Digital Audience
MMAGAZ259: Magazines Print + Digital Editions - Frequency/Average Issue: American Way: Print+Digital Audience
MMAGAZ260: Magazines Print + Digital Editions - Frequency/Average Issue: Architectural Digest: Print+Digital Audience
MMAGAZ254: Magazines Print + Digital Editions - Frequency/Average Issue: Allrecipes: Print+Digital Audience
MMAGAZ261: Magazines Print + Digital Editions - Frequency/Average Issue: Arthritis Today: Print+Digital Audience
MMAGAZ262: Magazines Print + Digital Editions - Frequency/Average Issue: Atlantic The: Print+Digital Audience
MMAGAZ274: Magazines Print + Digital Editions - Frequency/Average Issue: Bon App,tit: Print+Digital Audience
MMAGAZ270: Magazines Print + Digital Editions - Frequency/Average Issue: Birds & Blooms: Print+Digital Audience
MMAGAZ268: Magazines Print + Digital Editions - Frequency/Average Issue: Better Homes & Gardens: Print+Digital Audience
MMAGAZ269: Magazines Print + Digital Editions - Frequency/Average Issue: Bicycling: Print+Digital Audience
MMAGAZ265: Magazines Print + Digital Editions - Frequency/Average Issue: Backpacker: Print+Digital Audience
MMAGAZ267: Magazines Print + Digital Editions - Frequency/Average Issue: Bassmaster: Print+Digital Audience
MMAGAZ273: Magazines Print + Digital Editions - Frequency/Average Issue: Boating: Print+Digital Audience
MMAGAZ275: Magazines Print + Digital Editions - Frequency/Average Issue: Bridal Guide: Print+Digital Audience
MMAGAZ272: Magazines Print + Digital Editions - Frequency/Average Issue: Bloomberg Businessweek: Print+Digital Audience
MMAGAZ277: Magazines Print + Digital Editions - Frequency/Average Issue: Car and Driver: Print+Digital Audience
MMAGAZ287: Magazines Print + Digital Editions - Frequency/Average Issue: Costco Connection: Print+Digital Audience
MMAGAZ280: Magazines Print + Digital Editions - Frequency/Average Issue: Cigar Aficionado: Print+Digital Audience
MMAGAZ289: Magazines Print + Digital Editions - Frequency/Average Issue: Country Living: Print+Digital Audience
MMAGAZ286: Magazines Print + Digital Editions - Frequency/Average Issue: Cosmopolitan: Print+Digital Audience
MMAGAZ282: Magazines Print + Digital Editions - Frequency/Average Issue: Conde Nast Traveler: Print+Digital Audience
MMAGAZ285: Magazines Print + Digital Editions - Frequency/Average Issue: Cooking with Paula Deen: Print+Digital Audience
MMAGAZ290: Magazines Print + Digital Editions - Frequency/Average Issue: Country Sampler: Print+Digital Audience
MMAGAZ283: Magazines Print + Digital Editions - Frequency/Average Issue: Consumer Reports: Print+Digital Audience
MMAGAZ003: Magazines Print + Digital Editions - Frequency/Average Issue: Diabetes Forecast: Print+Digital Audience
MMAGAZ004: Magazines Print + Digital Editions - Frequency/Average Issue: Diabetic Living: Print+Digital Audience
MMAGAZ294: Magazines Print + Digital Editions - Frequency/Average Issue: Diabetes Self-Management: Print+Digital Audience
MMAGAZ296: Magazines Print + Digital Editions - Frequency/Average Issue: Discover: Print+Digital Audience
MMAGAZ297: Magazines Print + Digital Editions - Frequency/Average Issue: Ducks Unlimited: Print+Digital Audience
MMAGAZ005: Magazines Print + Digital Editions - Frequency/Average Issue: Dwell Magazine: Print+Digital Audience
MMAGAZ301: Magazines Print + Digital Editions - Frequency/Average Issue: Economist The: Print+Digital Audience

MMAGAZ302: Magazines Print + Digital Editions - Frequency/Average Issue: Elle: Print+Digital Audience
MMAGAZ303: Magazines Print + Digital Editions - Frequency/Average Issue: Elle D.cor: Print+Digital Audience
MMAGAZ304: Magazines Print + Digital Editions - Frequency/Average Issue: Entertainment Weekly: Print+Digital Audience
MMAGAZ307: Magazines Print + Digital Editions - Frequency/Average Issue: Esquire: Print+Digital Audience
MMAGAZ308: Magazines Print + Digital Editions - Frequency/Average Issue: Essence: Print+Digital Audience
MMAGAZ305: Magazines Print + Digital Editions - Frequency/Average Issue: Entrepreneur: Print+Digital Audience
MMAGAZ299: Magazines Print + Digital Editions - Frequency/Average Issue: EatingWell: Print+Digital Audience
MMAGAZ006: Magazines Print + Digital Editions - Frequency/Average Issue: Family Handyman: Print+Digital Audience
MMAGAZ317: Magazines Print + Digital Editions - Frequency/Average Issue: Forbes: Print+Digital Audience
MMAGAZ312: Magazines Print + Digital Editions - Frequency/Average Issue: Field & Stream: Print+Digital Audience
MMAGAZ313: Magazines Print + Digital Editions - Frequency/Average Issue: First For Women: Print+Digital Audience
MMAGAZ316: Magazines Print + Digital Editions - Frequency/Average Issue: Food Network Magazine: Print+Digital Audience
MMAGAZ318: Magazines Print + Digital Editions - Frequency/Average Issue: Fortune: Print+Digital Audience
MMAGAZ320: Magazines Print + Digital Editions - Frequency/Average Issue: Four Wheeler: Print+Digital Audience
MMAGAZ315: Magazines Print + Digital Editions - Frequency/Average Issue: Food & Wine: Print+Digital Audience
MMAGAZ429: Magazines Print + Digital Editions - Frequency/Average Issue: Golfweek: Print+Digital Audience
MMAGAZ322: Magazines Print + Digital Editions - Frequency/Average Issue: Game Informer: Print+Digital Audience
MMAGAZ325: Magazines Print + Digital Editions - Frequency/Average Issue: Golf Magazine: Print+Digital Audience
MMAGAZ321: Magazines Print + Digital Editions - Frequency/Average Issue: Game & Fish: Print+Digital Audience
MMAGAZ327: Magazines Print + Digital Editions - Frequency/Average Issue: GQ (Gentlemens Quarterly): Print+Digital Audience
MMAGAZ324: Magazines Print + Digital Editions - Frequency/Average Issue: Golf Digest: Print+Digital Audience
MMAGAZ326: Magazines Print + Digital Editions - Frequency/Average Issue: Good Housekeeping: Print+Digital Audience
MMAGAZ328: Magazines Print + Digital Editions - Frequency/Average Issue: Guideposts: Print+Digital Audience
MMAGAZ329: Magazines Print + Digital Editions - Frequency/Average Issue: Guns & Ammo: Print+Digital Audience
MMAGAZ330: Magazines Print + Digital Editions - Frequency/Average Issue: Harpers Bazaar: Print+Digital Audience
MMAGAZ332: Magazines Print + Digital Editions - Frequency/Average Issue: HGTV Magazine: Print+Digital Audience
MMAGAZ333: Magazines Print + Digital Editions - Frequency/Average Issue: Hot Rod: Print+Digital Audience
MMAGAZ334: Magazines Print + Digital Editions - Frequency/Average Issue: House Beautiful: Print+Digital Audience
MMAGAZ331: Magazines Print + Digital Editions - Frequency/Average Issue: Health: Print+Digital Audience
MMAGAZ335: Magazines Print + Digital Editions - Frequency/Average Issue: Hunting: Print+Digital Audience
MMAGAZ338: Magazines Print + Digital Editions - Frequency/Average Issue: In Touch: Print+Digital Audience
MMAGAZ336: Magazines Print + Digital Editions - Frequency/Average Issue: In-Fisherman: Print+Digital Audience
MMAGAZ339: Magazines Print + Digital Editions - Frequency/Average Issue: Inc.: Print+Digital Audience
MMAGAZ007: Magazines Print + Digital Editions - Frequency/Average Issue: InStyle: Print+Digital Audience
MMAGAZ340: Magazines Print + Digital Editions - Frequency/Average Issue: Kiplingers Personal Finance: Print+Digital Audience
MMAGAZ342: Magazines Print + Digital Editions - Frequency/Average Issue: Life & Style Weekly: Print+Digital Audience
MMAGAZ345: Magazines Print + Digital Editions - Frequency/Average Issue: Maxim: Print+Digital Audience
MMAGAZ008: Magazines Print + Digital Editions - Frequency/Average Issue: Magnolia Journal: Print+Digital Audience
MMAGAZ009: Magazines Print + Digital Editions - Frequency/Average Issue: Mens Journal: Print+Digital Audience

MMAGAZ010: Magazines Print + Digital Editions - Frequency/Average Issue: MotorTrend: Print+Digital Audience
MMAGAZ343: Magazines Print + Digital Editions - Frequency/Average Issue: Marie Claire: Print+Digital Audience
MMAGAZ351: Magazines Print + Digital Editions - Frequency/Average Issue: Mother Earth News: Print+Digital Audience
MMAGAZ013: Magazines Print + Digital Editions - Frequency/Average Issue: Mens Health: Print+Digital Audience
MMAGAZ344: Magazines Print + Digital Editions - Frequency/Average Issue: Martha Stewart Living: Print+Digital Audience
MMAGAZ349: Magazines Print + Digital Editions - Frequency/Average Issue: Midwest Living: Print+Digital Audience
MMAGAZ355: Magazines Print + Digital Editions - Frequency/Average Issue: National Enquirer: Print+Digital Audience
MMAGAZ361: Magazines Print + Digital Editions - Frequency/Average Issue: New Yorker The: Print+Digital Audience
MMAGAZ356: Magazines Print + Digital Editions - Frequency/Average Issue: National Geographic: Print+Digital Audience
MMAGAZ357: Magazines Print + Digital Editions - Frequency/Average Issue: National Geographic Kids: Print+Digital Audience
MMAGAZ014: Magazines Print + Digital Editions - Frequency/Average Issue: New York Times (Sunday): Print+Digital Audience
MMAGAZ359: Magazines Print + Digital Editions - Frequency/Average Issue: National Wildlife: Print+Digital Audience
MMAGAZ360: Magazines Print + Digital Editions - Frequency/Average Issue: New York Magazine: Print+Digital Audience
MMAGAZ021: Magazines Print + Digital Editions - Frequency/Average Issue: New York Times (Daily): Print+Digital Audience
MMAGAZ363: Magazines Print + Digital Editions - Frequency/Average Issue: OK!: Print+Digital Audience
MMAGAZ362: Magazines Print + Digital Editions - Frequency/Average Issue: O The Oprah Magazine: Print+Digital Audience
MMAGAZ365: Magazines Print + Digital Editions - Frequency/Average Issue: Outside: Print+Digital Audience
MMAGAZ364: Magazines Print + Digital Editions - Frequency/Average Issue: Outdoor Life: Print+Digital Audience
MMAGAZ367: Magazines Print + Digital Editions - Frequency/Average Issue: People: Print+Digital Audience
MMAGAZ368: Magazines Print + Digital Editions - Frequency/Average Issue: People en Español: Print+Digital Audience
MMAGAZ023: Magazines Print + Digital Editions - Frequency/Average Issue: Parents Latina: Print+Digital Audience
MMAGAZ370: Magazines Print + Digital Editions - Frequency/Average Issue: Popular Mechanics: Print+Digital Audience
MMAGAZ366: Magazines Print + Digital Editions - Frequency/Average Issue: Parents: Print+Digital Audience
MMAGAZ372: Magazines Print + Digital Editions - Frequency/Average Issue: Prevention: Print+Digital Audience
MMAGAZ024: Magazines Print + Digital Editions - Frequency/Average Issue: Popular Science: Print+Digital Audience
MMAGAZ373: Magazines Print + Digital Editions - Frequency/Average Issue: Psychology Today: Print+Digital Audience
MMAGAZ375: Magazines Print + Digital Editions - Frequency/Average Issue: Readers Digest: Print+Digital Audience
MMAGAZ378: Magazines Print + Digital Editions - Frequency/Average Issue: Reminisce: Print+Digital Audience
MMAGAZ380: Magazines Print + Digital Editions - Frequency/Average Issue: Rolling Stone: Print+Digital Audience
MMAGAZ376: Magazines Print + Digital Editions - Frequency/Average Issue: Real Simple: Print+Digital Audience
MMAGAZ379: Magazines Print + Digital Editions - Frequency/Average Issue: Road & Track: Print+Digital Audience
MMAGAZ381: Magazines Print + Digital Editions - Frequency/Average Issue: Runners World: Print+Digital Audience
MMAGAZ384: Magazines Print + Digital Editions - Frequency/Average Issue: Scientific American: Print+Digital Audience
MMAGAZ383: Magazines Print + Digital Editions - Frequency/Average Issue: Saturday Evening Post The: Print+Digital Audience
MMAGAZ386: Magazines Print + Digital Editions - Frequency/Average Issue: Shape: Print+Digital Audience
MMAGAZ393: Magazines Print + Digital Editions - Frequency/Average Issue: Sports Illustrated: Print+Digital Audience
MMAGAZ388: Magazines Print + Digital Editions - Frequency/Average Issue: Ski: Print+Digital Audience
MMAGAZ389: Magazines Print + Digital Editions - Frequency/Average Issue: Smithsonian: Print+Digital Audience
MMAGAZ390: Magazines Print + Digital Editions - Frequency/Average Issue: Soap Opera Digest: Print+Digital Audience

MMAGAZ391: Magazines Print + Digital Editions - Frequency/Average Issue: Southern Living: Print+Digital Audience
MMAGAZ394: Magazines Print + Digital Editions - Frequency/Average Issue: Star: Print+Digital Audience
MMAGAZ396: Magazines Print + Digital Editions - Frequency/Average Issue: Sunset: Print+Digital Audience
MMAGAZ382: Magazines Print + Digital Editions - Frequency/Average Issue: Salt Water Sportsman: Print+Digital Audience
MMAGAZ404: Magazines Print + Digital Editions - Frequency/Average Issue: Town & Country: Print+Digital Audience
MMAGAZ400: Magazines Print + Digital Editions - Frequency/Average Issue: Tennis: Print+Digital Audience
MMAGAZ401: Magazines Print + Digital Editions - Frequency/Average Issue: Texas Monthly: Print+Digital Audience
MMAGAZ403: Magazines Print + Digital Editions - Frequency/Average Issue: Time: Print+Digital Audience
MMAGAZ402: Magazines Print + Digital Editions - Frequency/Average Issue: This Old House: Print+Digital Audience
MMAGAZ405: Magazines Print + Digital Editions - Frequency/Average Issue: Traditional Home: Print+Digital Audience
MMAGAZ406: Magazines Print + Digital Editions - Frequency/Average Issue: Travel + Leisure: Print+Digital Audience
MMAGAZ288: Magazines Print + Digital Editions - Frequency/Average Issue: Country: Print+Digital Audience
MMAGAZ398: Magazines Print + Digital Editions - Frequency/Average Issue: Taste of Home: Print+Digital Audience
MMAGAZ407: Magazines Print + Digital Editions - Frequency/Average Issue: TV Guide Magazine: Print+Digital Audience
MMAGAZ028: Magazines Print + Digital Editions - Frequency/Average Issue: USA Today: Print+Digital Audience
MMAGAZ410: Magazines Print + Digital Editions - Frequency/Average Issue: USA Hockey: Print+Digital Audience
MMAGAZ409: Magazines Print + Digital Editions - Frequency/Average Issue: Us Weekly: Print+Digital Audience
MMAGAZ413: Magazines Print + Digital Editions - Frequency/Average Issue: Veranda: Print+Digital Audience
MMAGAZ414: Magazines Print + Digital Editions - Frequency/Average Issue: VFW Magazine: Print+Digital Audience
MMAGAZ412: Magazines Print + Digital Editions - Frequency/Average Issue: Vanity Fair: Print+Digital Audience
MMAGAZ415: Magazines Print + Digital Editions - Frequency/Average Issue: Vogue: Print+Digital Audience
MMAGAZ417: Magazines Print + Digital Editions - Frequency/Average Issue: WebMD Magazine: Print+Digital Audience
MMAGAZ423: Magazines Print + Digital Editions - Frequency/Average Issue: Womens Health: Print+Digital Audience
MMAGAZ419: Magazines Print + Digital Editions - Frequency/Average Issue: Wine Spectator: Print+Digital Audience
MMAGAZ420: Magazines Print + Digital Editions - Frequency/Average Issue: Wired: Print+Digital Audience
MMAGAZ421: Magazines Print + Digital Editions - Frequency/Average Issue: Womans Day: Print+Digital Audience
MMAGAZ029: Magazines Print + Digital Editions - Frequency/Average Issue: Wall Street Journal: Print+Digital Audience
MMAGAZ422: Magazines Print + Digital Editions - Frequency/Average Issue: Womans World: Print+Digital Audience
MMAGAZ416: Magazines Print + Digital Editions - Frequency/Average Issue: W: Print+Digital Audience
MMAGAZ426: Magazines Print + Digital Editions - Frequency/Average Issue: Yoga Journal: Print+Digital Audience
MMAGAZ425: Magazines Print + Digital Editions - Frequency/Average Issue: Yankee: Print+Digital Audience
MMAGAZ063: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: AARP The Magazine: Average Issue Audience [29]
MMAGAZ065: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Allure: Average Issue Audience [29]
MMAGAZ066: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Hunter: Average Issue Audience [29]
MMAGAZ067: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Legion: Average Issue Audience [29]
MMAGAZ068: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Rifleman: Average Issue Audience [29]
MMAGAZ069: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Way: Average Issue Audience [29]
MMAGAZ070: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Architectural Digest: Average Issue Audience [29]
MMAGAZ036: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Allrecipes: Average Issue Audience [29]

MMAGAZ071: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Arthritis Today: Average Issue Audience [29]
MMAGAZ072: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Atlantic The: Average Issue Audience [29]
MMAGAZ038: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bon App,tit: Average Issue Audience [29]
MMAGAZ080: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Birds & Blooms: Average Issue Audience [29]
MMAGAZ078: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Better Homes & Gardens: Average Issue Audience [29]
MMAGAZ079: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bicycling: Average Issue Audience [29]
MMAGAZ075: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Backpacker: Average Issue Audience [29]
MMAGAZ430: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Boys Life: Average Issue Audience [29]
MMAGAZ077: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bassmaster: Average Issue Audience [29]
MMAGAZ083: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Boating: Average Issue Audience [29]
MMAGAZ085: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bridal Guide: Average Issue Audience [29]
MMAGAZ082: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bloomberg Businessweek: Average Issue Audience [29]
MMAGAZ087: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Car and Driver: Average Issue Audience [29]
MMAGAZ039: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Costco Connection: Average Issue Audience [29]
MMAGAZ091: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cigar Aficionado: Average Issue Audience [29]
MMAGAZ100: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country Living: Average Issue Audience [29]
MMAGAZ097: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cosmopolitan: Average Issue Audience [29]
MMAGAZ093: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Conde Nast Traveler: Average Issue Audience [29]
MMAGAZ096: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cooking with Paula Deen: Average Issue Audience [29]
MMAGAZ101: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country Sampler: Average Issue Audience [29]
MMAGAZ094: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Consumer Reports: Average Issue Audience [29]
MMAGAZ076: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Diabetes Forecast: Average Issue Audience [29]
MMAGAZ089: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Diabetic Living: Average Issue Audience [29]
MMAGAZ105: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Diabetes Self-Management: Average Issue Audience [29]
MMAGAZ107: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Discover: Average Issue Audience [29]
MMAGAZ108: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Ducks Unlimited: Average Issue Audience [29]
MMAGAZ092: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Dwell Magazine: Average Issue Audience [29]
MMAGAZ112: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Economist The: Average Issue Audience [29]
MMAGAZ113: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elle: Average Issue Audience [29]
MMAGAZ095: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elle D,cor: Average Issue Audience [29]
MMAGAZ431: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elks Magazine The: Average Issue Audience [29]
MMAGAZ115: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Entertainment Weekly: Average Issue Audience [29]
MMAGAZ118: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Esquire: Average Issue Audience [29]
MMAGAZ119: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Essence: Average Issue Audience [29]
MMAGAZ116: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Entrepreneur: Average Issue Audience [29]
MMAGAZ110: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: EatingWell: Average Issue Audience [29]
MMAGAZ102: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Family Handyman: Average Issue Audience [29]
MMAGAZ128: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Forbes: Average Issue Audience [29]
MMAGAZ123: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Field & Stream: Average Issue Audience [29]

MMAGAZ124: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: First For Women: Average Issue Audience [29]
MMAGAZ127: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Food Network Magazine: Average Issue Audience [29]
MMAGAZ129: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Fortune: Average Issue Audience [29]
MMAGAZ131: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Four Wheeler: Average Issue Audience [29]
MMAGAZ126: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Food & Wine: Average Issue Audience [29]
MMAGAZ432: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golfweek: Average Issue Audience [29]
MMAGAZ133: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Game Informer: Average Issue Audience [29]
MMAGAZ136: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golf Magazine: Average Issue Audience [29]
MMAGAZ106: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Game & Fish: Average Issue Audience [29]
MMAGAZ138: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: GQ (Gentlemens Quarterly): Average Issue Audience [29]
MMAGAZ135: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golf Digest: Average Issue Audience [29]
MMAGAZ137: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Good Housekeeping: Average Issue Audience [29]
MMAGAZ139: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Guideposts: Average Issue Audience [29]
MMAGAZ140: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Guns & Ammo: Average Issue Audience [29]
MMAGAZ141: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Harpers Bazaar: Average Issue Audience [29]
MMAGAZ143: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: HGTV Magazine: Average Issue Audience [29]
MMAGAZ144: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Hot Rod: Average Issue Audience [29]
MMAGAZ145: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: House Beautiful: Average Issue Audience [29]
MMAGAZ142: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Health: Average Issue Audience [29]
MMAGAZ146: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Hunting: Average Issue Audience [29]
MMAGAZ149: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: In Touch: Average Issue Audience [29]
MMAGAZ147: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: In-Fisherman: Average Issue Audience [29]
MMAGAZ150: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Inc.: Average Issue Audience [29]
MMAGAZ111: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: InStyle: Average Issue Audience [29]
MMAGAZ151: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Kiplingers Personal Finance: Average Issue Audience [29]
MMAGAZ153: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Life & Style Weekly: Average Issue Audience [29]
MMAGAZ157: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Maxim: Average Issue Audience [29]
MMAGAZ122: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Magnolia Journal: Average Issue Audience [29]
MMAGAZ125: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mens Journal: Average Issue Audience [29]
MMAGAZ134: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: MotorTrend: Average Issue Audience [29]
MMAGAZ155: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Marie Claire: Average Issue Audience [29]
MMAGAZ164: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mother Earth News: Average Issue Audience [29]
MMAGAZ159: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mens Health: Average Issue Audience [29]
MMAGAZ156: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Martha Stewart Living: Average Issue Audience [29]
MMAGAZ162: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Midwest Living: Average Issue Audience [29]
MMAGAZ168: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Enquirer: Average Issue Audience [29]
MMAGAZ176: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New Yorker The: Average Issue Audience [29]
MMAGAZ169: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Geographic: Average Issue Audience [29]
MMAGAZ170: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Geographic Kids: Average Issue Audience [29]
MMAGAZ175: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New York Times (Sunday): Average Issue Audience [29]
MMAGAZ172: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Wildlife: Average Issue Audience [29]
MMAGAZ173: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New York Magazine: Average Issue Audience [29]
MMAGAZ174: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New York Times (Daily): Average Issue Audience [29]
MMAGAZ178: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: OK!: Average Issue Audience [29]
MMAGAZ177: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: O The Oprah Magazine: Average Issue Audience [29]
MMAGAZ180: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Outside: Average Issue Audience [29]
MMAGAZ179: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Outdoor Life: Average Issue Audience [29]
MMAGAZ183: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: People: Average Issue Audience [29]
MMAGAZ152: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: People en Español: Average Issue Audience [29]
MMAGAZ158: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Parents Latina: Average Issue Audience [29]
MMAGAZ186: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Popular Mechanics: Average Issue Audience [29]
MMAGAZ182: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Parents: Average Issue Audience [29]
MMAGAZ188: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Prevention: Average Issue Audience [29]
MMAGAZ160: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Popular Science: Average Issue Audience [29]
MMAGAZ189: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Psychology Today: Average Issue Audience [29]
MMAGAZ191: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Readers Digest: Average Issue Audience [29]
MMAGAZ194: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Reminisce: Average Issue Audience [29]
MMAGAZ196: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Rolling Stone: Average Issue Audience [29]
MMAGAZ192: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Real Simple: Average Issue Audience [29]
MMAGAZ195: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Road & Track: Average Issue Audience [29]
MMAGAZ197: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Runners World: Average Issue Audience [29]
MMAGAZ200: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Scientific American: Average Issue Audience [29]
MMAGAZ199: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Saturday Evening Post The: Average Issue Audience [29]
MMAGAZ202: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Shape: Average Issue Audience [29]
MMAGAZ209: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Sports Illustrated: Average Issue Audience [29]
MMAGAZ204: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Ski: Average Issue Audience [29]
MMAGAZ205: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Smithsonian: Average Issue Audience [29]
MMAGAZ206: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Soap Opera Digest: Average Issue Audience [29]
MMAGAZ221: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Southern Living: Average Issue Audience [29]
MMAGAZ210: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Star: Average Issue Audience [29]
MMAGAZ213: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Sunset: Average Issue Audience [29]
MMAGAZ161: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Salt Water Sportsman: Average Issue Audience [29]
MMAGAZ221: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Town & Country: Average Issue Audience [29]
MMAGAZ217: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Tennis: Average Issue Audience [29]
MMAGAZ218: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Texas Monthly: Average Issue Audience [29]
MMAGAZ220: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Time: Average Issue Audience [29]
MMAGAZ185: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: This Old House: Average Issue Audience [29]
MMAGAZ222: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Traditional Home: Average Issue Audience [29]

MMAGAZ223: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Travel + Leisure: Average Issue Audience [29]
MMAGAZ099: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country: Average Issue Audience [29]
MMAGAZ215: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Taste of Home: Average Issue Audience [29]
MMAGAZ193: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: TV Guide Magazine: Average Issue Audience [29]
MMAGAZ230: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: USA Today: Average Issue Audience [29]
MMAGAZ229: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: USA Hockey: Average Issue Audience [29]
MMAGAZ228: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Us Weekly: Average Issue Audience [29]
MMAGAZ237: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Veranda: Average Issue Audience [29]
MMAGAZ238: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: VFW Magazine: Average Issue Audience [29]
MMAGAZ236: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Vanity Fair: Average Issue Audience [29]
MMAGAZ239: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Vogue: Average Issue Audience [29]
MMAGAZ243: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: WebMD Magazine: Average Issue Audience [29]
MMAGAZ249: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womens Health: Average Issue Audience [29]
MMAGAZ245: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Wine Spectator: Average Issue Audience [29]
MMAGAZ246: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Wired: Average Issue Audience [29]
MMAGAZ247: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womans Day: Average Issue Audience [29]
MMAGAZ241: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Wall Street Journal: Average Issue Audience [29]
MMAGAZ248: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womans World: Average Issue Audience [29]
MMAGAZ240: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: W: Average Issue Audience [29]
MMAGAZ252: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Yoga Journal: Average Issue Audience [29]
MMAGAZ251: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Yankee: Average Issue Audience [29]

Digital Magazines

MMAGAZ001: Any Magazines: Read either paper or electronic versions last 6 months

Newspapers

MNEWSP001: Digital Newspapers: Read or looked into any electronic version of a newspaper including website
MNEWSP002: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Chicago Tribune (Sunday): Average Issue Audience [29]
MNEWSP003: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Los Angeles Times (Sunday): Average Issue Audience [29]
MNEWSP004: Newspaper Audiences [Print/Paper/Hard Copy Versions]: New York Times (Daily): Average Issue Audience [29]
MNEWSP006: Newspaper Audiences [Print/Paper/Hard Copy Versions]: New York Times (Sunday): Average Issue Audience [29]
MNEWSP007: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Parade Carrier Newspapers: Average Issue Audience [29]
MNEWSP008: Newspaper Audiences [Print/Paper/Hard Copy Versions]: USA Today: Average Issue Audience [29]
MNEWSP009: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Wall Street Journal: Average Issue Audience [29]
MNEWSP017: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Washington Post (Sunday): Average Issue Audience [29]
MNEWSP005: Newspaper Print + Digital Editions: New York Times (Daily): Print+Digital Audience
MNEWSP010: Newspaper Print + Digital Editions: New York Times (Sunday): Print+Digital Audience
MNEWSP011: Newspaper Print + Digital Editions: USA Today: Print+Digital Audience
MNEWSP016: Newspaper Print + Digital Editions: Wall Street Journal: Print+Digital Audience
MNEWSP012: Doctor/Dentist Office: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]

MNEWSP013: Beauty Parlor/Barber: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP014: Library Club School: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP015: Business Reception: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP103: Commuting: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP104: Airplane: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP105: Other Travel: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP106: At Work: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP107: At Store Newsstand: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP108: Other Home: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP109: Own Home: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP110: Other Place: New York Times (Daily) or New York Times (Sunday) or USA Today or Wall Street Journal [29]
MNEWSP030: New York Times (Daily): Rtg: One of my Favorites [29]
MNEWSP031: New York Times (Daily): Rtg: Very Good [29]
MNEWSP032: New York Times (Daily): Rtg: Good [29]
MNEWSP033: New York Times (Daily): Rtg: Average [29]
MNEWSP034: New York Times (Daily): Rtg: Poor [29]
MNEWSP035: New York Times (Sunday): Rtg: One of my Favorites [29]
MNEWSP036: New York Times (Sunday): Rtg: Very Good [29]
MNEWSP037: New York Times (Sunday): Rtg: Good [29]
MNEWSP038: New York Times (Sunday): Rtg: Average [29]
MNEWSP039: New York Times (Sunday): Rtg: Poor [29]
MNEWSP040: USA Today: Rtg: One of my Favorites [29]
MNEWSP041: USA Today: Rtg: Very Good [29]
MNEWSP042: USA Today: Rtg: Good [29]
MNEWSP043: USA Today: Rtg: Average [29]
MNEWSP044: USA Today: Rtg: Poor [29]
MNEWSP045: Wall Street Journal: Rtg: One of my Favorites [29]
MNEWSP046: Wall Street Journal: Rtg: Very Good [29]
MNEWSP047: Wall Street Journal: Rtg: Good [29]
MNEWSP048: Wall Street Journal: Rtg: Average [29]
MNEWSP049: Wall Street Journal: Rtg: Poor [29]
MNEWSP111: New York Times (Daily): Mins: 0-15 [29]
MNEWSP112: New York Times (Daily): Mins: 16-30 [29]
MNEWSP113: New York Times (Daily): Mins: 31-45 [29]
MNEWSP114: New York Times (Daily): Mins: 46-60 [29]
MNEWSP115: New York Times (Daily): Hrs: 1-1 1/2 [29]
MNEWSP116: New York Times (Daily): Hrs: 1 1/2-2 [29]
MNEWSP117: New York Times (Daily): Hrs: 2-2 1/2 [29]
MNEWSP118: New York Times (Daily): Hrs: 2 1/2-3 [29]
MNEWSP119: New York Times (Daily): Hrs: 3-3 1/2 [29]
MNEWSP120: New York Times (Daily): Hrs: 3 1/2-4 [29]
MNEWSP121: New York Times (Daily): Hrs: 4-5 [29]
MNEWSP122: New York Times (Daily): Hrs: 5+ [29]
MNEWSP123: New York Times (Sunday): Mins: 0-15 [29]
MNEWSP124: New York Times (Sunday): Mins: 16-30 [29]
MNEWSP125: New York Times (Sunday): Mins: 31-45 [29]
MNEWSP126: New York Times (Sunday): Mins: 46-60 [29]
MNEWSP054: New York Times (Sunday): Hrs: 1-1 1/2 [29]
MNEWSP127: New York Times (Sunday): Hrs: 1 1/2-2 [29]
MNEWSP056: New York Times (Sunday): Hrs: 2-2 1/2 [29]
MNEWSP128: New York Times (Sunday): Hrs: 2 1/2-3 [29]
MNEWSP058: New York Times (Sunday): Hrs: 3-3 1/2 [29]
MNEWSP129: New York Times (Sunday): Hrs: 3 1/2-4 [29]
MNEWSP130: New York Times (Sunday): Hrs: 4-5 [29]
MNEWSP131: New York Times (Sunday): Hrs: 5+ [29]
MNEWSP132: USA Today: Mins: 0-15 [29]
MNEWSP133: USA Today: Mins: 16-30 [29]
MNEWSP134: USA Today: Mins: 31-45 [29]
MNEWSP135: USA Today: Mins: 46-60 [29]
MNEWSP136: USA Today: Hrs: 1-1 1/2 [29]
MNEWSP137: USA Today: Hrs: 1 1/2-2 [29]
MNEWSP138: USA Today: Hrs: 2-2 1/2 [29]
MNEWSP139: USA Today: Hrs: 2 1/2-3 [29]
MNEWSP140: USA Today: Hrs: 3-3 1/2 [29]
MNEWSP141: USA Today: Hrs: 3 1/2-4 [29]
MNEWSP142: USA Today: Hrs: 4-5 [29]
MNEWSP143: USA Today: Hrs: 5+ [29]
MNEWSP144: Wall Street Journal: Mins: 0-15 [29]

MNEWSP145: Wall Street Journal: Mins: 16-30 [29]
MNEWSP146: Wall Street Journal: Mins: 31-45 [29]
MNEWSP147: Wall Street Journal: Mins: 46-60 [29]
MNEWSP148: Wall Street Journal: Hrs: 1-1 1/2 [29]
MNEWSP149: Wall Street Journal: Hrs: 1 1/2-2 [29]
MNEWSP150: Wall Street Journal: Hrs: 2-2 1/2 [29]
MNEWSP151: Wall Street Journal: Hrs: 2 1/2-3 [29]
MNEWSP152: Wall Street Journal: Hrs: 3-3 1/2 [29]
MNEWSP153: Wall Street Journal: Hrs: 3 1/2-4 [29]
MNEWSP154: Wall Street Journal: Hrs: 4-5 [29]
MNEWSP155: Wall Street Journal: Hrs: 5+ [29]
MNEWSP062: Newspaper Reading: Main News/Front Page Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP063: Newspaper Reading: International/National News Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP064: Newspaper Reading: Local News Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP065: Newspaper Reading: Business/Finance Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP066: Newspaper Reading: Classified Advertising Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP067: Newspaper Reading: Comics Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP068: Newspaper Reading: Editorial Page Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP069: Newspaper Reading: Entertainment/Lifestyle Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP070: Newspaper Reading: Fashion Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP071: Newspaper Reading: Food/Cooking Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP072: Newspaper Reading: Health Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP073: Newspaper Reading: Home/Home Design/Furnishings/Gardening Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP074: Newspaper Reading: Movie Listings & Reviews Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP075: Newspaper Reading: Science & Technology Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP076: Newspaper Reading: Sports Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP077: Newspaper Reading: Travel Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP078: Newspaper Reading: TV Listings Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP079: Newspaper Reading: Weather Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP080: Newspaper Reading: Advertisements Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP081: Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP082: Newspaper: Actions Taken Of Advertising: Shopped at an advertised store
MNEWSP083: Newspaper: Actions Taken Of Advertising: Purchased an advertised product
MNEWSP084: Newspaper: Actions Taken Of Advertising: Requested addl info on an advertised product
MNEWSP085: Newspaper: Actions Taken Of Advertising: Cut out an ad for later reference
MNEWSP086: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Very useful
MNEWSP087: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Somewhat useful
MNEWSP088: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Not at all useful
MNEWSP089: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Any Section
MNEWSP090: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Very useful
MNEWSP091: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Somewhat useful
MNEWSP092: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Not at all useful
MNEWSP093: Newspapers [Print/Paper/Hard-Copy]: Read any daily newspaper
MNEWSP094: Newspapers [Print/Paper/Hard-Copy]: Read any one daily newspaper
MNEWSP095: Newspapers [Print/Paper/Hard-Copy]: Read any two or more daily newspapers
MNEWSP096: Newspapers [Print/Paper/Hard-Copy]: Read any Sunday newspaper
MNEWSP097: Newspapers [Print/Paper/Hard-Copy]: Read any one Sunday newspaper
MNEWSP098: Newspapers [Print/Paper/Hard-Copy]: Read any two or more Sunday newspapers
MNEWSP099: Newspapers Websites: New York Times (Daily)
MNEWSP100: Newspapers Websites: New York Times (Sunday)
MNEWSP101: Newspapers Websites: USA Today
MNEWSP102: Newspapers Websites: Wall Street Journal

Radio Dayparts

MRADIO001: Radio/Audio Daypart Cumes: Weekday 6:00 am - 10:00 am
MRADIO002: Radio/Audio Daypart Cumes: Weekday 10:00 am - 3:00 pm
MRADIO003: Radio/Audio Daypart Cumes: Weekday 3:00 pm - 7:00 pm
MRADIO004: Radio/Audio Daypart Cumes: Weekday 7:00 pm - Midnight
MRADIO005: Radio/Audio Daypart Cumes: Weekday Midnight - 6:00 am
MRADIO006: Radio/Audio Daypart Cumes: Weekend 6:00 am - 10:00 am
MRADIO007: Radio/Audio Daypart Cumes: Weekend 10:00 am - 3:00 pm
MRADIO008: Radio/Audio Daypart Cumes: Weekend 3:00 pm - 7:00 pm
MRADIO009: Radio/Audio Daypart Cumes: Weekend 7:00 pm - Midnight
MRADIO010: Radio/Audio Daypart Cumes: Weekend Midnight - 6:00 am
MRADIO011: Radio/Audio Dayparts: Weekday Did not listen: 6:00 am - 10:00 am
MRADIO012: Radio/Audio Dayparts: Weekday Did not listen: 10:00 am - 3:00 pm
MRADIO013: Radio/Audio Dayparts: Weekday Did not listen: 3:00 pm - 7:00 pm
MRADIO014: Radio/Audio Dayparts: Weekday Did not listen: 7:00 pm - Midnight
MRADIO015: Radio/Audio Dayparts: Weekday Did not listen: Midnight - 6:00 am
MRADIO016: Radio/Audio Dayparts: Weekday 1/2 hour: 6:00 am - 10:00 am
MRADIO017: Radio/Audio Dayparts: Weekday 1/2 hour: 10:00 am - 3:00 pm
MRADIO018: Radio/Audio Dayparts: Weekday 1/2 hour: 3:00 pm - 7:00 pm
MRADIO019: Radio/Audio Dayparts: Weekday 1/2 hour: 7:00 pm - Midnight
MRADIO020: Radio/Audio Dayparts: Weekday 1/2 hour: Midnight - 6:00 am
MRADIO021: Radio/Audio Dayparts: Weekday 1 hour: 6:00 am - 10:00 am
MRADIO022: Radio/Audio Dayparts: Weekday 1 hour: 10:00 am - 3:00 pm
MRADIO023: Radio/Audio Dayparts: Weekday 1 hour: 3:00 pm - 7:00 pm
MRADIO024: Radio/Audio Dayparts: Weekday 1 hour: 7:00 pm - Midnight
MRADIO025: Radio/Audio Dayparts: Weekday 1 hour: Midnight - 6:00 am
MRADIO026: Radio/Audio Dayparts: Weekday 1 1/2 hour: 6:00 am - 10:00 am
MRADIO027: Radio/Audio Dayparts: Weekday 1 1/2 hour: 10:00 am - 3:00 pm
MRADIO028: Radio/Audio Dayparts: Weekday 1 1/2 hour: 3:00 pm - 7:00 pm
MRADIO029: Radio/Audio Dayparts: Weekday 1 1/2 hour: 7:00 pm - Midnight
MRADIO030: Radio/Audio Dayparts: Weekday 1 1/2 hour: Midnight - 6:00 am
MRADIO056: Radio/Audio Dayparts: Weekday 2 hours: 6:00 am - 10:00 am
MRADIO032: Radio/Audio Dayparts: Weekday 2 hours: 10:00 am - 3:00 pm
MRADIO058: Radio/Audio Dayparts: Weekday 2 hours: 3:00 pm - 7:00 pm
MRADIO034: Radio/Audio Dayparts: Weekday 2 hours: 7:00 pm - Midnight
MRADIO035: Radio/Audio Dayparts: Weekday 2 hours: Midnight - 6:00 am
MRADIO031: Radio/Audio Dayparts: Weekday 2 1/2 hours: 6:00 am - 10:00 am
MRADIO037: Radio/Audio Dayparts: Weekday 2 1/2 hours: 10:00 am - 3:00 pm
MRADIO033: Radio/Audio Dayparts: Weekday 2 1/2 hours: 3:00 pm - 7:00 pm
MRADIO039: Radio/Audio Dayparts: Weekday 2 1/2 hours: 7:00 pm - Midnight
MRADIO040: Radio/Audio Dayparts: Weekday 2 1/2 hours: Midnight - 6:00 am
MRADIO061: Radio/Audio Dayparts: Weekday 3 hours: 6:00 am - 10:00 am
MRADIO042: Radio/Audio Dayparts: Weekday 3 hours: 10:00 am - 3:00 pm
MRADIO063: Radio/Audio Dayparts: Weekday 3 hours: 3:00 pm - 7:00 pm
MRADIO044: Radio/Audio Dayparts: Weekday 3 hours: 7:00 pm - Midnight
MRADIO045: Radio/Audio Dayparts: Weekday 3 hours: Midnight - 6:00 am
MRADIO041: Radio/Audio Dayparts: Weekday 3 1/2 hours: 6:00 am - 10:00 am
MRADIO047: Radio/Audio Dayparts: Weekday 3 1/2 hours: 10:00 am - 3:00 pm
MRADIO043: Radio/Audio Dayparts: Weekday 3 1/2 hours: 3:00 pm - 7:00 pm
MRADIO049: Radio/Audio Dayparts: Weekday 3 1/2 hours: 7:00 pm - Midnight
MRADIO050: Radio/Audio Dayparts: Weekday 3 1/2 hours: Midnight - 6:00 am
MRADIO165: Radio/Audio Dayparts: Weekday 4 hours: 6:00 am - 10:00 am
MRADIO052: Radio/Audio Dayparts: Weekday 4 hours: 10:00 am - 3:00 pm
MRADIO166: Radio/Audio Dayparts: Weekday 4 hours: 3:00 pm - 7:00 pm
MRADIO054: Radio/Audio Dayparts: Weekday 4 hours: 7:00 pm - Midnight
MRADIO055: Radio/Audio Dayparts: Weekday 4 hours: Midnight - 6:00 am
MRADIO051: Radio/Audio Dayparts: Weekday 4 1/2 hours: 6:00 am - 10:00 am
MRADIO057: Radio/Audio Dayparts: Weekday 4 1/2 hours: 10:00 am - 3:00 pm
MRADIO053: Radio/Audio Dayparts: Weekday 4 1/2 hours: 3:00 pm - 7:00 pm
MRADIO059: Radio/Audio Dayparts: Weekday 4 1/2 hours: 7:00 pm - Midnight
MRADIO060: Radio/Audio Dayparts: Weekday 4 1/2 hours: Midnight - 6:00 am
MRADIO167: Radio/Audio Dayparts: Weekday 5+ hours: 6:00 am - 10:00 am
MRADIO062: Radio/Audio Dayparts: Weekday 5+ hours: 10:00 am - 3:00 pm
MRADIO168: Radio/Audio Dayparts: Weekday 5+ hours: 3:00 pm - 7:00 pm
MRADIO064: Radio/Audio Dayparts: Weekday 5+ hours: 7:00 pm - Midnight
MRADIO065: Radio/Audio Dayparts: Weekday 5+ hours: Midnight - 6:00 am
MRADIO066: Radio/Audio Dayparts: Weekend Yes listened: 6:00 am - 10:00 am
MRADIO067: Radio/Audio Dayparts: Weekend Yes listened: 10:00 am - 3:00 pm
MRADIO068: Radio/Audio Dayparts: Weekend Yes listened: 3:00 pm - 7:00 pm
MRADIO069: Radio/Audio Dayparts: Weekend Yes listened: 7:00 pm - Midnight
MRADIO070: Radio/Audio Dayparts: Weekend Yes listened: Midnight - 6:00 am
MRADIO071: Radio/Audio Dayparts: Weekend Did not listen: 6:00 am - 10:00 am
MRADIO072: Radio/Audio Dayparts: Weekend Did not listen: 10:00 am - 3:00 pm
MRADIO073: Radio/Audio Dayparts: Weekend Did not listen: 3:00 pm - 7:00 pm
MRADIO074: Radio/Audio Dayparts: Weekend Did not listen: 7:00 pm - Midnight
MRADIO075: Radio/Audio Dayparts: Weekend Did not listen: Midnight - 6:00 am

Radio Formats

MRADIO076: Radio Formats: AAA (subset of Alternative)
MRADIO077: Radio Formats: Adult Contemporary
MRADIO078: Radio Formats: Adult Hits
MRADIO079: Radio Formats: Adult Standards
MRADIO080: Radio Formats: All News
MRADIO081: Radio Formats: All Talk
MRADIO082: Radio Formats: Alternative
MRADIO083: Radio Formats: CHR
MRADIO084: Radio Formats: Classic Hits
MRADIO085: Radio Formats: Classic Rock
MRADIO086: Radio Formats: Classical
MRADIO087: Radio Formats: Country
MRADIO088: Radio Formats: Ethnic
MRADIO089: Radio Formats: Gospel
MRADIO090: Radio Formats: Hispanic
MRADIO091: Radio Formats: Hot AC (subset of Adult Contemporary)
MRADIO092: Radio Formats: Jazz
MRADIO093: Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic)
MRADIO094: Radio Formats: News/Talk
MRADIO095: Radio Formats: Oldies
MRADIO096: Radio Formats: Public
MRADIO097: Radio Formats: Religion/Christian
MRADIO098: Radio Formats: Rhythmic
MRADIO099: Radio Formats: Rock
MRADIO100: Radio Formats: Soft Adult Contemporary
MRADIO101: Radio Formats: Spanish AC (subset of Hispanic)
MRADIO102: Radio Formats: Sports
MRADIO103: Radio Formats: Tropical (subset of Hispanic)
MRADIO104: Radio Formats: Urban
MRADIO105: Radio Formats: Urban AC (subset of Urban)
MRADIO106: Radio Formats: Urban Contemporary (subset of Urban)
MRADIO107: Radio Formats: Variety/Other

Radio Listening (AM/FM)

MRADIO108: Radio Listening - Any AM - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO109: Radio Listening - Any AM - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO110: Radio Listening - Any AM - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO111: Radio Listening - Any AM - Dayparts: Weekday 7:00 pm - midnight
MRADIO112: Radio Listening - Any AM - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO113: Radio Listening - Any AM - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO114: Radio Listening - Any AM - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO115: Radio Listening - Any AM - Dayparts: Weekend 7:00 pm - midnight
MRADIO116: Radio Listening - Any FM - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO117: Radio Listening - Any FM - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO118: Radio Listening - Any FM - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO119: Radio Listening - Any FM - Dayparts: Weekday 7:00 pm - midnight
MRADIO120: Radio Listening - Any FM - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO121: Radio Listening - Any FM - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO122: Radio Listening - Any FM - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO123: Radio Listening - Any FM - Dayparts: Weekend 7:00 pm - midnight

Radio Listening (Satellite)

MRADIO124: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO125: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO126: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO127: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 7:00 pm - midnight
MRADIO128: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO129: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO130: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO131: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 7:00 pm - midnight
MRADIO132: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO133: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 10:00 am - 3:00 pm

MRADIO134: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO135: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 7:00 pm - midnight
MRADIO136: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO137: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO138: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO139: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 7:00 pm - midnight
MRADIO140: Radio Listening - Terrestrial Internet & Satellite: Any AM listening
MRADIO141: Radio Listening - Terrestrial Internet & Satellite: Any FM listening
MRADIO142: Radio Listening - Terrestrial Internet & Satellite: Any Internet/App or Satellite listening
MRADIO143: Radio Listening - Terrestrial Internet & Satellite: Any Internet/App
MRADIO144: Radio Listening - Terrestrial Internet & Satellite: SiriusXM Radio (Any Satellite)

Radio Networks

MRADIO145: Radio Networks: AURN (American Urban Radio Network)
MRADIO146: Radio Networks: NPR (National Public Radio)
MRADIO147: Radio Networks: Premiere America
MRADIO148: Radio Networks: Premiere Daytime Adult
MRADIO149: Radio Networks: Premiere Daytime Youth
MRADIO150: Radio Networks: Premiere Female Focus
MRADIO151: Radio Networks: Premiere Fox News
MRADIO152: Radio Networks: Premiere Paragon
MRADIO153: Radio Networks: Premiere Pearl
MRADIO154: Radio Networks: Premiere Super Moms
MRADIO155: Radio Networks: Premiere Top 50 Optimized
MRADIO156: Radio Networks: Premiere Urban
MRADIO157: Radio Networks: Premiere Young Influencers
MRADIO158: Radio Networks: WWO 24/7 Music
MRADIO159: Radio Networks: WWO Contemporary Connection
MRADIO160: Radio Networks: WWO Female Music
MRADIO161: Radio Networks: WWO Female Prime
MRADIO162: Radio Networks: WWO Female Target
MRADIO163: Radio Networks: WWO Market Select
MRADIO164: Radio Networks: WWO News Brand Net
MRADIO165: Radio Networks: WWO Top Market Prime
MRADIO166: Radio Networks: WWO Womens Week

Radio Where Listened

MRADIO173: Satellite Radio - Household Subscribers: SiriusXM Radio

Television Dayparts

MTELEV033: TV Dayparts: Weekdays: 6:00 am-7:00 am (all zones)
MTELEV034: TV Dayparts: Weekdays: 7:00 am-9:00 am (all zones)
MTELEV035: TV Dayparts: Weekdays: 9:00 am-12 noon (all zones)
MTELEV036: TV Dayparts: Weekdays: 12noon-4:00 pm (Eastern/Pacific) 12noon-3:00 pm (Central/Midwest)
MTELEV037: TV Dayparts: Weekdays: 4:00 pm-6:00 pm (Eastern/Pacific) 3:00 pm-5:00 pm (Central/Mountain)
MTELEV038: TV Dayparts: Weekdays: 6:00 pm-7:00 pm (Eastern/Pacific) 5:00 pm-6:00 pm (Central/Mountain)
MTELEV039: TV Dayparts: Weekdays: 7:00 pm-7:30 pm (Eastern/Pacific) 6:00 pm-6:30 pm (Central/Mountain)
MTELEV040: TV Dayparts: Weekdays: 7:30 pm-8:00 pm (Eastern/Pacific) 6:30 pm-7:00 pm (Central/Mountain)
MTELEV041: TV Dayparts: Weekdays: 8:00 pm-11:00 pm (Eastern/Pacific) 7:00 pm-10:00 pm (Central/Mountain)
MTELEV042: TV Dayparts: Weekdays: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV043: TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-midnight (Central/Mountain)
MTELEV044: TV Dayparts: Weekdays: 1:00 am-6:00 am (Eastern/Pacific) 12:00 am-6:00 am (Central/Mountain)
MTELEV045: TV Dayparts: Saturday: 7:00 am-10:00 am (all zones)

MTELEV046: TV Dayparts: Saturday: 10:00 am-1:00 pm (Eastern/Pacific) 10:00 am-12 noon (Central/Mountain)
MTELEV047: TV Dayparts: Saturday: 1:00 pm-4:30 pm (Eastern/Pacific) 12 noon-3:30 pm (Central/Mountain)
MTELEV048: TV Dayparts: Saturday: 4:30 pm-6:00 pm (Eastern/Pacific) 3:30 pm-5:00 pm (Central/Mountain)
MTELEV049: TV Dayparts: Saturday: 6:00 pm-7:30 pm (Eastern/Pacific) 5:00 pm-6:30 pm (Central/Mountain)
MTELEV050: TV Dayparts: Saturday: 7:30 pm-8:00 pm (Eastern/Pacific) 6:30 pm-7:00 pm (Central/Mountain)
MTELEV051: TV Dayparts: Saturday: 8:00 pm-10:00 pm (Eastern/Pacific) 7:00 pm-9:00 pm (Central/Mountain)
MTELEV052: TV Dayparts: Saturday: 10:00 pm-11:00 pm (Eastern/Pacific) 9:00 pm-10:00 pm (Central/Mountain)
MTELEV053: TV Dayparts: Saturday: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV054: TV Dayparts: Saturday: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MTELEV055: TV Dayparts: Sunday: 7:00 am-10:00 am (all zones)
MTELEV056: TV Dayparts: Sunday: 10:00 am-1:00 pm (Eastern/Pacific) 10:00 am-12 noon (Central/Mountain)
MTELEV057: TV Dayparts: Sunday: 1:00 pm-4:30 pm (Eastern/Pacific) 12 noon-3:30 pm (Central/Mountain)
MTELEV058: TV Dayparts: Sunday: 4:30 pm-6:00 pm (Eastern/Pacific) 3:30 pm-5:00 pm (Central/Mountain)
MTELEV059: TV Dayparts: Sunday: 6:00 pm-7:00 pm (Eastern/Pacific) 5:00 pm-6:00 pm (Central/Mountain)
MTELEV060: TV Dayparts: Sunday: 7:00 pm-10:00 pm (Eastern/Pacific) 6:00 pm-9:00 pm (Central/Mountain)
MTELEV061: TV Dayparts: Sunday: 10:00 pm-11:00 pm (Eastern/Pacific) 9:00 pm-10:00 pm (Central/Mountain)
MTELEV062: TV Dayparts: Sunday: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV063: TV Dayparts: Sunday: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MTELEV064: TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific) 7:00-10:00 pm (Central/Mountain)
MTELEV065: TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific) 7:00-10:00 pm (Central/Mountain)
MTELEV066: TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific) 6:00-10:00 pm (Central/Mountain)
MTELEV068: TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)
MTELEV069: TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)
MTELEV070: TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MTELEV071: TV Dayparts: Total Prime time Mon-Sun
MTELEV072: TV Dayparts: Weekend childrens shows: Saturday-Sunday morning
MTELEV073: TV Dayparts: Weekend Sports: Saturday-Sunday afternoon

Television Show Types

MTELEV074: TV Show Types: Auto Racing - Specials
MTELEV075: TV Show Types: Awards-Specials
MTELEV117: TV Show Types: Baseball - Weekend
MTELEV076: TV Show Types: Baseball Specials
MTELEV077: TV Show Types: Basketball - Weekend - College
MTELEV078: TV Show Types: Basketball - Weekend - Professional
MTELEV079: TV Show Types: Basketball Specials-College
MTELEV080: TV Show Types: Basketball Specials-Professional
MTELEV081: TV Show Types: Comedy/Variety
MTELEV082: TV Show Types: Daytime Dramas
MTELEV083: TV Show Types: Daytime Game Shows
MTELEV084: TV Show Types: Daytime Talk/Variety
MTELEV085: TV Show Types: Documentary Informational- Primetime
MTELEV086: TV Show Types: Early Evening Network News - Mon-Fri
MTELEV087: TV Show Types: Early Evening Network News - Weekend
MTELEV088: TV Show Types: Early Evening Weekday News Programs (Local) - Mon-Fri
MTELEV089: TV Show Types: Early Morning News
MTELEV090: TV Show Types: Early Morning Talk/Informational/News
MTELEV091: TV Show Types: Early Morning Weekday News Programs (Local) - Mon-Fri
MTELEV092: TV Show Types: Entertainment Specials
MTELEV093: TV Show Types: Football-College Weekend
MTELEV094: TV Show Types: Football-Pro Weekend
MTELEV095: TV Show Types: Football Bowl Games-Specials
MTELEV096: TV Show Types: Football Pro Pregame Shows

MTELEV097: TV Show Types: Football Specials-Professional
MTELEV098: TV Show Types: Game Shows-Primetime
MTELEV099: TV Show Types: General Drama-Primetime
MTELEV100: TV Show Types: Golf
MTELEV101: TV Show Types: Hockey
MTELEV102: TV Show Types: Horse Racing
MTELEV103: TV Show Types: Late Evening Weekday News Programs (Local) - Mon-Fri
MTELEV104: TV Show Types: Late Night Network News/Info - Mon-Fri
MTELEV105: TV Show Types: Late Night Talk/Variety
MTELEV106: TV Show Types: News- Specials
MTELEV107: TV Show Types: Pageants - Specials
MTELEV108: TV Show Types: Reality-based
MTELEV109: TV Show Types: Situation Comedies - Primetime
MTELEV110: TV Show Types: Skating - Specials
MTELEV111: TV Show Types: Soccer
MTELEV112: TV Show Types: Sports Anthologies - Weekend
MTELEV113: TV Show Types: Sunday News/Interview
MTELEV114: TV Show Types: Syndicated Adult General
MTELEV115: TV Show Types: Tennis
MTELEV116: TV Show Types: Track & Field Games

Spanish Television

MTELEV001: Primetime Cume: Primetime Cume
MTELEV002: Spanish Television: Networks - Any Viewed: Telemundo
MTELEV003: Spanish Television: Networks - Any Viewed: UniMas
MTELEV004: Spanish Television: Networks - Any Viewed: Univision
MTELEV005: Spanish Television: Networks - Any Viewed: Any
MTELEV006: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri News Programs: Telemundo
MTELEV019: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri News Programs: UniMas
MTELEV008: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri News Programs: Univision
MTELEV009: Spanish Television: Networks Within Types - Any Viewed: Early Morning Programs: Telemundo
MTELEV007: Spanish Television: Networks Within Types - Any Viewed: Early Morning Programs: UniMas
MTELEV011: Spanish Television: Networks Within Types - Any Viewed: Early Morning Programs: Univision
MTELEV012: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: Telemundo
MTELEV013: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: UniMas
MTELEV014: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: Univision
MTELEV015: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: Telemundo
MTELEV016: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: UniMas
MTELEV017: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: Univision
MTELEV010: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri Late Night Shows: UniMas
MTELEV020: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri Late Night Shows: Univision
MTELEV021: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: Telemundo
MTELEV022: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: UniMas
MTELEV023: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: Univision
MTELEV024: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: Telemundo
MTELEV025: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: UniMas
MTELEV026: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: Univision
MTELEV027: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: Telemundo
MTELEV028: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: UniMas
MTELEV029: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: Univision
MTELEV030: Spanish Television: Networks Within Types - Any Viewed: Annual Events/Specials: Telemundo

MTELEV031: Spanish Television: Networks Within Types - Any Viewed: Annual Events/Specials: UniMas
MTELEV032: Spanish Television: Networks Within Types - Any Viewed: Annual Events/Specials: Univision

Personal Care

MPERSC001: Caregiver/Caretaker: Primary caregiver/caretaker
MPERSC002: Caregiver/Caretaker - Age Of Patient(S): Less than 18 years old
MPERSC003: Caregiver/Caretaker - Age Of Patient(S): 18-64 years old
MPERSC004: Caregiver/Caretaker - Age Of Patient(S): 65 years or older
MPERSC005: Caregiver/Caretaker - Patients Relationship To Respondent: Relative
MPERSC006: Caregiver/Caretaker - Patients Relationship To Respondent: Friend
MPERSC007: Caregiver/Caretaker - Patients Relationship To Respondent: Other
MPERSC008: Caregiver/Caretaker - Services/Support Provide: Assist with chores
MPERSC009: Caregiver/Caretaker - Services/Support Provide: Assist with personal care
MPERSC010: Caregiver/Caretaker - Services/Support Provide: Give medication
MPERSC011: Caregiver/Caretaker - Services/Support Provide: Make doctors appointments
MPERSC012: Caregiver/Caretaker - Services/Support Provide: Provide transportation
MPERSC013: Caregiver/Caretaker - Services/Support Provide: Research medical info
MPERSC014: Caregiver/Caretaker - Services/Support Provide: Other
MPERSC015: Doctor Visits: Total Users: Visited in Last 12 Months: Total Category
MPERSC016: Lactose Intolerance Products: Total Users: Used in last 6 months: Total Category
MPERSC017: Personal Care Services: Hair cut
MPERSC018: Personal Care Services: Hair color/highlights
MPERSC019: Personal Care Services: Perm/body wave
MPERSC020: Personal Care Services: Facial
MPERSC021: Personal Care Services: Massage
MPERSC022: Personal Care Services: Body treatments
MPERSC023: Personal Care Services: Manicure
MPERSC024: Personal Care Services: Pedicure
MPERSC025: Personal Care Services: Waxing
MPERSC026: Personal Care Services: Laser Hair Removal
MPERSC027: Personal Care Services: Other hair removal
MPERSC028: Personal Care Services: Tanning
MPERSC029: Personal Care Services: Make-up application/makeover
MPERSC030: Personal Care Services: Other services
MPERSC031: Personal Care Services: Visited a dayspa
MPERSC032: Personal Care Services: Purchased products at a salon or dayspa
MPERSC033: Suntan & Sunscreen Products: Total Users: Used in Last 12 Months: Total Category

Psychographics

Advertising Attitudes

MATTADV001: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Disagree (1)
MATTADV002: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Disagree (2)
MATTADV003: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Disagree (3)
MATTADV004: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. 4
MATTADV005: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. 5
MATTADV006: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. 6
MATTADV007: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. 7
MATTADV008: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Agree (8)
MATTADV009: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Agree (9)
MATTADV010: Attitudes Toward Ads: Ads help me keep up-to-date about products/services that I need or would like to have. Agree (10)
MATTADV011: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Disagree (1)
MATTADV012: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Disagree (2)
MATTADV013: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Disagree (3)

MATTADV014: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. 4
MATTADV015: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. 5
MATTADV016: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. 6
MATTADV017: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. 7
MATTADV018: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Agree (8)
MATTADV019: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Agree (9)
MATTADV020: Attitudes Toward Ads: Too many products do not perform as well as the ads claim. Agree (10)
MATTADV021: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Disagree (1)
MATTADV022: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Disagree (2)
MATTADV023: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Disagree (3)
MATTADV024: Attitudes Toward Ads: Advertising is more manipulative than it is informative. 4
MATTADV025: Attitudes Toward Ads: Advertising is more manipulative than it is informative. 5
MATTADV026: Attitudes Toward Ads: Advertising is more manipulative than it is informative. 6
MATTADV027: Attitudes Toward Ads: Advertising is more manipulative than it is informative. 7
MATTADV028: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Agree (8)
MATTADV029: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Agree (9)
MATTADV030: Attitudes Toward Ads: Advertising is more manipulative than it is informative. Agree (10)
MATTADV031: Attitudes Toward Ads: Much of advertising is way too annoying. Disagree (1)
MATTADV032: Attitudes Toward Ads: Much of advertising is way too annoying. Disagree (2)
MATTADV033: Attitudes Toward Ads: Much of advertising is way too annoying. Disagree (3)
MATTADV034: Attitudes Toward Ads: Much of advertising is way too annoying. 4
MATTADV035: Attitudes Toward Ads: Much of advertising is way too annoying. 5
MATTADV036: Attitudes Toward Ads: Much of advertising is way too annoying. 6
MATTADV037: Attitudes Toward Ads: Much of advertising is way too annoying. 7
MATTADV038: Attitudes Toward Ads: Much of advertising is way too annoying. Agree (8)
MATTADV039: Attitudes Toward Ads: Much of advertising is way too annoying. Agree (9)
MATTADV040: Attitudes Toward Ads: Much of advertising is way too annoying. Agree (10)
MATTADV041: Attitudes Toward Ads: I like to look at advertising. Disagree (1)
MATTADV042: Attitudes Toward Ads: I like to look at advertising. Disagree (2)
MATTADV043: Attitudes Toward Ads: I like to look at advertising. Disagree (3)
MATTADV044: Attitudes Toward Ads: I like to look at advertising. 4
MATTADV045: Attitudes Toward Ads: I like to look at advertising. 5
MATTADV046: Attitudes Toward Ads: I like to look at advertising. 6
MATTADV047: Attitudes Toward Ads: I like to look at advertising. 7
MATTADV048: Attitudes Toward Ads: I like to look at advertising. Agree (8)
MATTADV049: Attitudes Toward Ads: I like to look at advertising. Agree (9)
MATTADV050: Attitudes Toward Ads: I like to look at advertising. Agree (10)
MATTADV051: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Disagree (1)
MATTADV052: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Disagree (2)
MATTADV053: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Disagree (3)
MATTADV054: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. 4
MATTADV055: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. 5
MATTADV056: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. 6
MATTADV057: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. 7
MATTADV058: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Agree (8)
MATTADV059: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Agree (9)
MATTADV060: Attitudes Toward Ads: On average brands that are advertised are better in quality than brands that are not. Agree (10)

Automotive Attitudes

MATTAUT001: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (DC)
MATTAUT002: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (DS)
MATTAUT003: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (AS)
MATTAUT004: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (AC)
MATTAUT005: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (DC)
MATTAUT006: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (DS)
MATTAUT007: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (AS)
MATTAUT008: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (AC)
MATTAUT009: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (DC)
MATTAUT010: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (DS)
MATTAUT011: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (AS)
MATTAUT012: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (AC)
MATTAUT013: Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others. (DC)
MATTAUT014: Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others. (DS)
MATTAUT015: Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others. (AS)
MATTAUT016: Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others. (AC)
MATTAUT017: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (DC)
MATTAUT018: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (DS)
MATTAUT019: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (AS)
MATTAUT020: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (AC)
MATTAUT021: Automotive Attitudes: I consider myself to be an automotive enthusiast. (DC)
MATTAUT022: Automotive Attitudes: I consider myself to be an automotive enthusiast. (DS)
MATTAUT023: Automotive Attitudes: I consider myself to be an automotive enthusiast. (AS)
MATTAUT024: Automotive Attitudes: I consider myself to be an automotive enthusiast. (AC)
MATTAUT025: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (DC)
MATTAUT026: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (DS)
MATTAUT027: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (AS)
MATTAUT028: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (AC)
MATTAUT029: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (DC)
MATTAUT030: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (DS)
MATTAUT031: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (AS)
MATTAUT032: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (AC)
MATTAUT033: Automotive Attitudes: I think of vehicles as basic transportation. (DC)
MATTAUT034: Automotive Attitudes: I think of vehicles as basic transportation. (DS)
MATTAUT035: Automotive Attitudes: I think of vehicles as basic transportation. (AS)
MATTAUT036: Automotive Attitudes: I think of vehicles as basic transportation. (AC)
MATTAUT037: Automotive Attitudes: I look forward to technology advances in new vehicles. (DC)
MATTAUT038: Automotive Attitudes: I look forward to technology advances in new vehicles. (DS)
MATTAUT039: Automotive Attitudes: I look forward to technology advances in new vehicles. (AS)
MATTAUT040: Automotive Attitudes: I look forward to technology advances in new vehicles. (AC)

MATTAUT041: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (DC)
MATTAUT042: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (DS)
MATTAUT043: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (AS)
MATTAUT044: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (AC)
MATTAUT045: Automotive Attitudes: I enjoy learning about automobiles from others. (DC)
MATTAUT046: Automotive Attitudes: I enjoy learning about automobiles from others. (DS)
MATTAUT047: Automotive Attitudes: I enjoy learning about automobiles from others. (AS)
MATTAUT048: Automotive Attitudes: I enjoy learning about automobiles from others. (AC)
MATTAUT049: Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. (DC)
MATTAUT050: Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. (DS)
MATTAUT051: Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. (AS)
MATTAUT052: Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. (AC)
MATTAUT053: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (DC)
MATTAUT054: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (DS)
MATTAUT055: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (AS)
MATTAUT056: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (AC)
MATTAUT057: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (DC)
MATTAUT058: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (DS)
MATTAUT059: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (AS)
MATTAUT060: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (AC)
MATTAUT061: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (DC)
MATTAUT062: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (DS)
MATTAUT063: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (AS)
MATTAUT064: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (AC)
MATTAUT065: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (DC)
MATTAUT066: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (DS)
MATTAUT067: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (AS)
MATTAUT068: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (AC)
MATTAUT069: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (DC)
MATTAUT070: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (DS)
MATTAUT071: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (AS)
MATTAUT072: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (AC)
MATTAUT073: Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. (DC)
MATTAUT074: Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. (DS)
MATTAUT075: Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. (AS)
MATTAUT076: Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. (AC)
MATTAUT077: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (DC)
MATTAUT078: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (DS)
MATTAUT079: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (AS)
MATTAUT080: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (AC)
MATTAUT081: Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. (DC)

MATTAUT082: Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. (DS)
MATTAUT083: Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. (AS)
MATTAUT084: Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. (AC)
MATTAUT085: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (DC)
MATTAUT086: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (DS)
MATTAUT087: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (AS)
MATTAUT088: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (AC)
MATTAUT089: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (DC)
MATTAUT090: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (DS)
MATTAUT091: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (AS)
MATTAUT092: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (AC)
MATTAUT093: Automotive Attitudes: People often ask my advice when it comes to automobiles. (DC)
MATTAUT094: Automotive Attitudes: People often ask my advice when it comes to automobiles. (DS)
MATTAUT095: Automotive Attitudes: People often ask my advice when it comes to automobiles. (AS)
MATTAUT096: Automotive Attitudes: People often ask my advice when it comes to automobiles. (AC)
MATTAUT097: Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (DC)
MATTAUT098: Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (DS)
MATTAUT099: Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (AS)
MATTAUT100: Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (AC)
MATTAUT101: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (DC)
MATTAUT102: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (DS)
MATTAUT103: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (AS)
MATTAUT104: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (AC)
MATTAUT105: Automotive Attitudes: I consider safety first when shopping for a new vehicle. (DC)
MATTAUT106: Automotive Attitudes: I consider safety first when shopping for a new vehicle. (DS)
MATTAUT107: Automotive Attitudes: I consider safety first when shopping for a new vehicle. (AS)
MATTAUT108: Automotive Attitudes: I consider safety first when shopping for a new vehicle. (AC)
MATTAUT109: Automotive Attitudes: I always follow the advice of my mechanic. (DC)
MATTAUT110: Automotive Attitudes: I always follow the advice of my mechanic. (DS)
MATTAUT111: Automotive Attitudes: I always follow the advice of my mechanic. (AS)
MATTAUT112: Automotive Attitudes: I always follow the advice of my mechanic. (AC)
MATTAUT113: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (DC)
MATTAUT114: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (DS)
MATTAUT115: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (AS)
MATTAUT116: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (AC)

Buying Styles

MATTBUY001: Buying Styles: Buying American products is important to me. (DM)
MATTBUY002: Buying Styles: Buying American products is important to me. (DS)
MATTBUY003: Buying Styles: Buying American products is important to me. (AS)
MATTBUY004: Buying Styles: Buying American products is important to me. (AM)
MATTBUY005: Buying Styles: I know the price I pay for most of the foods and packaged goods I buy. (DM)
MATTBUY006: Buying Styles: I know the price I pay for most of the foods and packaged goods I buy. (DS)

MATTBUY007: Buying Styles: I know the price I pay for most of the foods and packaged goods I buy. (AS)
MATTBUY008: Buying Styles: I know the price I pay for most of the foods and packaged goods I buy. (AM)
MATTBUY009: Buying Styles: I think shopping is a great way to relax. (DM)
MATTBUY010: Buying Styles: I think shopping is a great way to relax. (DS)
MATTBUY011: Buying Styles: I think shopping is a great way to relax. (AS)
MATTBUY012: Buying Styles: I think shopping is a great way to relax. (AM)
MATTBUY013: Buying Styles: I enjoy wandering the store looking for new interesting products. (DM)
MATTBUY014: Buying Styles: I enjoy wandering the store looking for new interesting products. (DS)
MATTBUY015: Buying Styles: I enjoy wandering the store looking for new interesting products. (AS)
MATTBUY016: Buying Styles: I enjoy wandering the store looking for new interesting products. (AM)
MATTBUY017: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (DM)
MATTBUY018: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (DS)
MATTBUY019: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (AS)
MATTBUY020: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (AM)
MATTBUY021: Buying Styles: I dont make purchase decisions based on advertising. (DM)
MATTBUY022: Buying Styles: I dont make purchase decisions based on advertising. (DS)
MATTBUY023: Buying Styles: I dont make purchase decisions based on advertising. (AS)
MATTBUY024: Buying Styles: I dont make purchase decisions based on advertising. (AM)
MATTBUY025: Buying Styles: I like to shop around before making a purchase. (DM)
MATTBUY026: Buying Styles: I like to shop around before making a purchase. (DS)
MATTBUY027: Buying Styles: I like to shop around before making a purchase. (AS)
MATTBUY028: Buying Styles: I like to shop around before making a purchase. (AM)
MATTBUY029: Buying Styles: If I really want something I will buy it on credit rather than wait. (DM)
MATTBUY030: Buying Styles: If I really want something I will buy it on credit rather than wait. (DS)
MATTBUY031: Buying Styles: If I really want something I will buy it on credit rather than wait. (AS)
MATTBUY032: Buying Styles: If I really want something I will buy it on credit rather than wait. (AM)
MATTBUY033: Buying Styles: I buy based on quality not price. (DM)
MATTBUY034: Buying Styles: I buy based on quality not price. (DS)
MATTBUY035: Buying Styles: I buy based on quality not price. (AS)
MATTBUY036: Buying Styles: I buy based on quality not price. (AM)
MATTBUY037: Buying Styles: I buy natural products because I am concerned about the environment. (DM)
MATTBUY038: Buying Styles: I buy natural products because I am concerned about the environment. (DS)
MATTBUY039: Buying Styles: I buy natural products because I am concerned about the environment. (AS)
MATTBUY040: Buying Styles: I buy natural products because I am concerned about the environment. (AM)
MATTBUY041: Buying Styles: The offer of free shipping attracts me to a shopping website (DM)
MATTBUY042: Buying Styles: The offer of free shipping attracts me to a shopping website (DS)
MATTBUY043: Buying Styles: The offer of free shipping attracts me to a shopping website (AS)
MATTBUY044: Buying Styles: The offer of free shipping attracts me to a shopping website (AM)
MATTBUY045: Buying Styles: Price is more important to me than brand names. (DM)
MATTBUY046: Buying Styles: Price is more important to me than brand names. (DS)
MATTBUY047: Buying Styles: Price is more important to me than brand names. (AS)
MATTBUY048: Buying Styles: Price is more important to me than brand names. (AM)
MATTBUY049: Buying Styles: Im a spender rather than a saver. (DM)
MATTBUY050: Buying Styles: Im a spender rather than a saver. (DS)
MATTBUY051: Buying Styles: Im a spender rather than a saver. (AS)
MATTBUY052: Buying Styles: Im a spender rather than a saver. (AM)
MATTBUY053: Buying Styles: Its important to me that salespeople be knowledgeable about the products they sell. (DM)
MATTBUY054: Buying Styles: Its important to me that salespeople be knowledgeable about the products they sell. (DS)
MATTBUY055: Buying Styles: Its important to me that salespeople be knowledgeable about the products they sell. (AS)
MATTBUY056: Buying Styles: Its important to me that salespeople be knowledgeable about the products they sell. (AM)
MATTBUY057: Buying Styles: I am influenced by whats hot and whats not. (DM)
MATTBUY058: Buying Styles: I am influenced by whats hot and whats not. (DS)
MATTBUY059: Buying Styles: I am influenced by whats hot and whats not. (AS)

MATTBUY060: Buying Styles: I am influenced by whats hot and whats not. (AM)
MATTBUY061: Buying Styles: How a personal care or household product smells is very important to me. (DM)
MATTBUY062: Buying Styles: How a personal care or household product smells is very important to me. (DS)
MATTBUY063: Buying Styles: How a personal care or household product smells is very important to me. (AS)
MATTBUY064: Buying Styles: How a personal care or household product smells is very important to me. (AM)
MATTBUY065: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (DM)
MATTBUY066: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (DS)
MATTBUY067: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (AS)
MATTBUY068: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (AM)
MATTBUY069: Buying Styles: My favorite grocery store offers low prices on all products every day. (DM)
MATTBUY070: Buying Styles: My favorite grocery store offers low prices on all products every day. (DS)
MATTBUY071: Buying Styles: My favorite grocery store offers low prices on all products every day. (AS)
MATTBUY072: Buying Styles: My favorite grocery store offers low prices on all products every day. (AM)
MATTBUY073: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DM)
MATTBUY074: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DS)
MATTBUY075: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AS)
MATTBUY076: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AM)
MATTBUY077: Buying Styles: I only use coupons for those brands I usually buy. (DM)
MATTBUY078: Buying Styles: I only use coupons for those brands I usually buy. (DS)
MATTBUY079: Buying Styles: I only use coupons for those brands I usually buy. (AS)
MATTBUY080: Buying Styles: I only use coupons for those brands I usually buy. (AM)
MATTBUY081: Buying Styles: I am annoyed by all of the signs in the stores. (DM)
MATTBUY082: Buying Styles: I am annoyed by all of the signs in the stores. (DS)
MATTBUY083: Buying Styles: I am annoyed by all of the signs in the stores. (AS)
MATTBUY084: Buying Styles: I am annoyed by all of the signs in the stores. (AM)
MATTBUY085: Buying Styles: I expect the brands I buy to support social causes. (DM)
MATTBUY086: Buying Styles: I expect the brands I buy to support social causes. (DS)
MATTBUY087: Buying Styles: I expect the brands I buy to support social causes. (AS)
MATTBUY088: Buying Styles: I expect the brands I buy to support social causes. (AM)
MATTBUY089: Buying Styles: I often seek the advice of others before making a purchase. (DM)
MATTBUY090: Buying Styles: I often seek the advice of others before making a purchase. (DS)
MATTBUY091: Buying Styles: I often seek the advice of others before making a purchase. (AS)
MATTBUY092: Buying Styles: I often seek the advice of others before making a purchase. (AM)
MATTBUY093: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (DM)
MATTBUY094: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (DS)
MATTBUY095: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (AS)
MATTBUY096: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (AM)
MATTBUY097: Buying Styles: I am willing to give up convenience in return for a product that is environmentally safe. (DM)
MATTBUY098: Buying Styles: I am willing to give up convenience in return for a product that is environmentally safe. (DS)
MATTBUY099: Buying Styles: I am willing to give up convenience in return for a product that is environmentally safe. (AS)
MATTBUY100: Buying Styles: I am willing to give up convenience in return for a product that is environmentally safe. (AM)
MATTBUY101: Buying Styles: Shopping used to be more enjoyable. (DM)
MATTBUY102: Buying Styles: Shopping used to be more enjoyable. (DS)
MATTBUY103: Buying Styles: Shopping used to be more enjoyable. (AS)
MATTBUY104: Buying Styles: Shopping used to be more enjoyable. (AM)
MATTBUY105: Buying Styles: I buy brands that reflect my style. (DM)
MATTBUY106: Buying Styles: I buy brands that reflect my style. (DS)
MATTBUY107: Buying Styles: I buy brands that reflect my style. (AS)
MATTBUY108: Buying Styles: I buy brands that reflect my style. (AM)
MATTBUY109: Buying Styles: People often come to me for advice before making a purchase. (DM)

MATTBUY110: Buying Styles: People often come to me for advice before making a purchase. (DS)
MATTBUY111: Buying Styles: People often come to me for advice before making a purchase. (AS)
MATTBUY112: Buying Styles: People often come to me for advice before making a purchase. (AM)
MATTBUY113: Buying Styles: I tend to make impulse purchases. (DM)
MATTBUY114: Buying Styles: I tend to make impulse purchases. (DS)
MATTBUY115: Buying Styles: I tend to make impulse purchases. (AS)
MATTBUY116: Buying Styles: I tend to make impulse purchases. (AM)
MATTBUY117: Buying Styles: I buy the brands I grew up with the ones my parents used. (DM)
MATTBUY118: Buying Styles: I buy the brands I grew up with the ones my parents used. (DS)
MATTBUY119: Buying Styles: I buy the brands I grew up with the ones my parents used. (AS)
MATTBUY120: Buying Styles: I buy the brands I grew up with the ones my parents used. (AM)
MATTBUY121: Buying Styles: I prefer products that offer the latest in new technology. (DM)
MATTBUY122: Buying Styles: I prefer products that offer the latest in new technology. (DS)
MATTBUY123: Buying Styles: I prefer products that offer the latest in new technology. (AS)
MATTBUY124: Buying Styles: I prefer products that offer the latest in new technology. (AM)
MATTBUY125: Buying Styles: My number one goal when shopping is to save as much money as possible. (DM)
MATTBUY126: Buying Styles: My number one goal when shopping is to save as much money as possible. (DS)
MATTBUY127: Buying Styles: My number one goal when shopping is to save as much money as possible. (AS)
MATTBUY128: Buying Styles: My number one goal when shopping is to save as much money as possible. (AM)
MATTBUY129: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (DM)
MATTBUY130: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (DS)
MATTBUY131: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (AS)
MATTBUY132: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (AM)
MATTBUY133: Buying Styles: I often save money by buying previously used items online (DM)
MATTBUY134: Buying Styles: I often save money by buying previously used items online (DS)
MATTBUY135: Buying Styles: I often save money by buying previously used items online (AS)
MATTBUY136: Buying Styles: I often save money by buying previously used items online (AM)
MATTBUY137: Buying Styles: I dont have time to bother clipping or saving coupons. (DM)
MATTBUY138: Buying Styles: I dont have time to bother clipping or saving coupons. (DS)
MATTBUY139: Buying Styles: I dont have time to bother clipping or saving coupons. (AS)
MATTBUY140: Buying Styles: I dont have time to bother clipping or saving coupons. (AM)
MATTBUY141: Buying Styles: My children have a significant impact on the brands I choose. (DM)
MATTBUY142: Buying Styles: My children have a significant impact on the brands I choose. (DS)
MATTBUY143: Buying Styles: My children have a significant impact on the brands I choose. (AS)
MATTBUY144: Buying Styles: My children have a significant impact on the brands I choose. (AM)
MATTBUY145: Buying Styles: I smell personal care and household products in the store before I buy them. (DM)
MATTBUY146: Buying Styles: I smell personal care and household products in the store before I buy them. (DS)
MATTBUY147: Buying Styles: I smell personal care and household products in the store before I buy them. (AS)
MATTBUY148: Buying Styles: I smell personal care and household products in the store before I buy them. (AM)
MATTBUY149: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (DM)
MATTBUY150: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (DS)
MATTBUY151: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (AS)
MATTBUY152: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (AM)

MATTBUY153: Buying Styles: My spouse has a significant impact on the brands I choose. (DM)
MATTBUY154: Buying Styles: My spouse has a significant impact on the brands I choose. (DS)
MATTBUY155: Buying Styles: My spouse has a significant impact on the brands I choose. (AS)
MATTBUY156: Buying Styles: My spouse has a significant impact on the brands I choose. (AM)
MATTBUY157: Buying Styles: I like to compare prices across different sites before purchasing something online (DM)
MATTBUY158: Buying Styles: I like to compare prices across different sites before purchasing something online (DS)
MATTBUY159: Buying Styles: I like to compare prices across different sites before purchasing something online (AS)
MATTBUY160: Buying Styles: I like to compare prices across different sites before purchasing something online (AM)
MATTBUY161: Buying Styles: When I find a brand I like I stick to it. (DM)
MATTBUY162: Buying Styles: When I find a brand I like I stick to it. (DS)
MATTBUY163: Buying Styles: When I find a brand I like I stick to it. (AS)
MATTBUY164: Buying Styles: When I find a brand I like I stick to it. (AM)
MATTBUY165: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (DM)
MATTBUY166: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (DS)
MATTBUY167: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (AS)
MATTBUY168: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (AM)
MATTBUY169: Buying Styles: I like to change brands often for the sake of variety and novelty. (DM)
MATTBUY170: Buying Styles: I like to change brands often for the sake of variety and novelty. (DS)
MATTBUY171: Buying Styles: I like to change brands often for the sake of variety and novelty. (AS)
MATTBUY172: Buying Styles: I like to change brands often for the sake of variety and novelty. (AM)
MATTBUY173: Buying Styles: I buy natural products because I am concerned about me and my familys health. (DM)
MATTBUY174: Buying Styles: I buy natural products because I am concerned about me and my familys health. (DS)
MATTBUY175: Buying Styles: I buy natural products because I am concerned about me and my familys health. (AS)
MATTBUY176: Buying Styles: I buy natural products because I am concerned about me and my familys health. (AM)
MATTBUY177: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (DM)
MATTBUY178: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (DS)
MATTBUY179: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (AS)
MATTBUY180: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (AM)
MATTBUY181: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (DM)
MATTBUY182: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (DS)
MATTBUY183: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (AS)
MATTBUY184: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (AM)
MATTBUY185: Buying Styles: The service of the personnel at a store is an important part of my decision to shop there. (DM)
MATTBUY186: Buying Styles: The service of the personnel at a store is an important part of my decision to shop there. (DS)
MATTBUY187: Buying Styles: The service of the personnel at a store is an important part of my decision to shop there. (AS)
MATTBUY188: Buying Styles: The service of the personnel at a store is an important part of my decision to shop there. (AM)
MATTBUY189: Buying Styles: I will gladly switch brands to use a coupon. (DM)
MATTBUY190: Buying Styles: I will gladly switch brands to use a coupon. (DS)
MATTBUY191: Buying Styles: I will gladly switch brands to use a coupon. (AS)
MATTBUY192: Buying Styles: I will gladly switch brands to use a coupon. (AM)
MATTBUY193: Buying Styles: I am more likely to purchase brands that support a cause I care about. (DM)
MATTBUY194: Buying Styles: I am more likely to purchase brands that support a cause I care about. (DS)
MATTBUY195: Buying Styles: I am more likely to purchase brands that support a cause I care about. (AS)

MATTBUY196: Buying Styles: I am more likely to purchase brands that support a cause I care about. (AM)
MATTBUY197: Buying Styles: Im always one of the first of my friends to try new products or services (DM)
MATTBUY198: Buying Styles: Im always one of the first of my friends to try new products or services (DS)
MATTBUY199: Buying Styles: Im always one of the first of my friends to try new products or services (AS)
MATTBUY200: Buying Styles: Im always one of the first of my friends to try new products or services (AM)
MATTBUY201: Buying Styles: I prefer a store that has a large selection of familiar brands. (DM)
MATTBUY202: Buying Styles: I prefer a store that has a large selection of familiar brands. (DS)
MATTBUY203: Buying Styles: I prefer a store that has a large selection of familiar brands. (AS)
MATTBUY204: Buying Styles: I prefer a store that has a large selection of familiar brands. (AM)
MATTBUY205: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (DM)
MATTBUY206: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (DS)
MATTBUY207: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (AS)
MATTBUY208: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (AM)
MATTBUY209: Buying Styles: Generic or store brand products are as effective as brand-name products (DM)
MATTBUY210: Buying Styles: Generic or store brand products are as effective as brand-name products (DS)
MATTBUY211: Buying Styles: Generic or store brand products are as effective as brand-name products (AS)
MATTBUY212: Buying Styles: Generic or store brand products are as effective as brand-name products (AM)
MATTBUY213: Buying Styles: I use the Internet to buy hard-to-find products (DM)
MATTBUY214: Buying Styles: I use the Internet to buy hard-to-find products (DS)
MATTBUY215: Buying Styles: I use the Internet to buy hard-to-find products (AS)
MATTBUY216: Buying Styles: I use the Internet to buy hard-to-find products (AM)
MATTBUY217: Buying Styles: Id rather receive a sample of a product than a coupon. (DM)
MATTBUY218: Buying Styles: Id rather receive a sample of a product than a coupon. (DS)
MATTBUY219: Buying Styles: Id rather receive a sample of a product than a coupon. (AS)
MATTBUY220: Buying Styles: Id rather receive a sample of a product than a coupon. (AM)
MATTBUY221: Buying Styles: I am willing to pay more for a product that is environmentally safe. (DM)
MATTBUY222: Buying Styles: I am willing to pay more for a product that is environmentally safe. (DS)
MATTBUY223: Buying Styles: I am willing to pay more for a product that is environmentally safe. (AS)
MATTBUY224: Buying Styles: I am willing to pay more for a product that is environmentally safe. (AM)
MATTBUY225: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (DM)
MATTBUY226: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (DS)
MATTBUY227: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (AS)
MATTBUY228: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (AM)
MATTBUY229: Buying Styles: Brand name is the best indication of quality. (DM)
MATTBUY230: Buying Styles: Brand name is the best indication of quality. (DS)
MATTBUY231: Buying Styles: Brand name is the best indication of quality. (AS)
MATTBUY232: Buying Styles: Brand name is the best indication of quality. (AM)
MATTBUY233: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (DM)
MATTBUY234: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (DS)
MATTBUY235: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (AS)
MATTBUY236: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (AM)
MATTBUY237: Buying Styles: I like to connect with brands through social-networking sites (DM)
MATTBUY238: Buying Styles: I like to connect with brands through social-networking sites (DS)
MATTBUY239: Buying Styles: I like to connect with brands through social-networking sites (AS)
MATTBUY240: Buying Styles: I like to connect with brands through social-networking sites (AM)
MATTBUY241: Buying Styles: I prefer to shop at stores that offer loyalty points (DM)

MATBUY242: Buying Styles: I prefer to shop at stores that offer loyalty points (DS)
MATBUY243: Buying Styles: I prefer to shop at stores that offer loyalty points (AS)
MATBUY244: Buying Styles: I prefer to shop at stores that offer loyalty points (AM)

Category Influentials Segments

MCATINF001: Category Influentials: Healthcare I have a great deal of knowledge/experience in this topic
MCATINF002: Category Influentials: Healthcare My family/friends often ask for and trust my advice on this topic
MCATINF003: Category Influentials: Healthcare Super Influential Consumers
MCATINF004: Category Influentials: Healthcare Category Influential Consumers
MCATINF005: Category Influentials: Physical Fitness I have a great deal of knowledge/experience in this topic
MCATINF006: Category Influentials: Physical Fitness My family/friends often ask for and trust my advice on this topic
MCATINF007: Category Influentials: Physical Fitness Super Influential Consumers
MCATINF008: Category Influentials: Physical Fitness Category Influential Consumers
MCATINF009: Category Influentials: Healthy Lifestyle I have a great deal of knowledge/experience in this topic
MCATINF010: Category Influentials: Healthy Lifestyle My family/friends often ask for and trust my advice on this topic
MCATINF011: Category Influentials: Healthy Lifestyle Super Influential Consumers
MCATINF012: Category Influentials: Healthy Lifestyle Category Influential Consumers
MCATINF013: Category Influentials: Environmentally-Friendly products I have a great deal of knowledge/experience in this topic
MCATINF014: Category Influentials: Environmentally-Friendly products My family/friends often ask for and trust my advice on this topic
MCATINF015: Category Influentials: Environmentally-Friendly products Super Influential Consumers
MCATINF016: Category Influentials: Environmentally-Friendly products Category Influential Consumers
MCATINF017: Category Influentials: Prescription Drugs I have a great deal of knowledge/experience in this topic
MCATINF018: Category Influentials: Prescription Drugs My family/friends often ask for and trust my advice on this topic
MCATINF019: Category Influentials: Prescription Drugs Super Influential Consumers
MCATINF020: Category Influentials: Prescription Drugs Category Influential Consumers
MCATINF021: Category Influentials: Dieting I have a great deal of knowledge/experience in this topic
MCATINF022: Category Influentials: Dieting My family/friends often ask for and trust my advice on this topic
MCATINF023: Category Influentials: Dieting Super Influential Consumers
MCATINF024: Category Influentials: Dieting Category Influential Consumers
MCATINF025: Category Influentials: Cooking I have a great deal of knowledge/experience in this topic
MCATINF026: Category Influentials: Cooking My family/friends often ask for and trust my advice on this topic
MCATINF027: Category Influentials: Cooking Super Influential Consumers
MCATINF028: Category Influentials: Cooking Category Influential Consumers
MCATINF029: Category Influentials: Snack I have a great deal of knowledge/experience in this topic
MCATINF030: Category Influentials: Snack My family/friends often ask for and trust my advice on this topic
MCATINF031: Category Influentials: Snack Super Influential Consumers
MCATINF032: Category Influentials: Snack Category Influential Consumers
MCATINF033: Category Influentials: New Food items I have a great deal of knowledge/experience in this topic
MCATINF034: Category Influentials: New Food items My family/friends often ask for and trust my advice on this topic
MCATINF035: Category Influentials: New Food items Super Influential Consumers
MCATINF036: Category Influentials: New Food items Category Influential Consumers
MCATINF037: Category Influentials: Grocery Shopping I have a great deal of knowledge/experience in this topic
MCATINF038: Category Influentials: Grocery Shopping My family/friends often ask for and trust my advice on this topic
MCATINF039: Category Influentials: Grocery Shopping Super Influential Consumers
MCATINF040: Category Influentials: Grocery Shopping Category Influential Consumers
MCATINF041: Category Influentials: Cleaning products I have a great deal of knowledge/experience in this topic
MCATINF042: Category Influentials: Cleaning products My family/friends often ask for and trust my advice on this topic
MCATINF043: Category Influentials: Cleaning products Super Influential Consumers
MCATINF044: Category Influentials: Cleaning products Category Influential Consumers
MCATINF045: Category Influentials: Beauty I have a great deal of knowledge/experience in this topic

MCATINF046: Category Influentials: Beauty My family/friends often ask for and trust my advice on this topic
MCATINF047: Category Influentials: Beauty Super Influential Consumers
MCATINF048: Category Influentials: Beauty Category Influential Consumers
MCATINF049: Category Influentials: Fashion - Clothes I have a great deal of knowledge/experience in this topic
MCATINF050: Category Influentials: Fashion - Clothes My family/friends often ask for and trust my advice on this topic
MCATINF051: Category Influentials: Fashion - Clothes Super Influential Consumers
MCATINF052: Category Influentials: Fashion - Clothes Category Influential Consumers
MCATINF053: Category Influentials: Fashion - Shoes I have a great deal of knowledge/experience in this topic
MCATINF054: Category Influentials: Fashion - Shoes My family/friends often ask for and trust my advice on this topic
MCATINF055: Category Influentials: Fashion - Shoes Super Influential Consumers
MCATINF056: Category Influentials: Fashion - Shoes Category Influential Consumers
MCATINF057: Category Influentials: Other Fashion I have a great deal of knowledge/experience in this topic
MCATINF058: Category Influentials: Other Fashion My family/friends often ask for and trust my advice on this topic
MCATINF059: Category Influentials: Other Fashion Super Influential Consumers
MCATINF060: Category Influentials: Other Fashion Category Influential Consumers
MCATINF061: Category Influentials: Shopping I have a great deal of knowledge/experience in this topic
MCATINF062: Category Influentials: Shopping My family/friends often ask for and trust my advice on this topic
MCATINF063: Category Influentials: Shopping Super Influential Consumers
MCATINF064: Category Influentials: Shopping Category Influential Consumers
MCATINF065: Category Influentials: Wine I have a great deal of knowledge/experience in this topic
MCATINF066: Category Influentials: Wine My family/friends often ask for and trust my advice on this topic
MCATINF067: Category Influentials: Wine Super Influential Consumers
MCATINF068: Category Influentials: Wine Category Influential Consumers
MCATINF069: Category Influentials: Beer I have a great deal of knowledge/experience in this topic
MCATINF070: Category Influentials: Beer My family/friends often ask for and trust my advice on this topic
MCATINF071: Category Influentials: Beer Super Influential Consumers
MCATINF072: Category Influentials: Beer Category Influential Consumers
MCATINF073: Category Influentials: Other Alcoholic Beverages I have a great deal of knowledge/experience in this topic
MCATINF074: Category Influentials: Other Alcoholic Beverages My family/friends often ask for and trust my advice on this topic
MCATINF075: Category Influentials: Other Alcoholic Beverages Super Influential Consumers
MCATINF076: Category Influentials: Other Alcoholic Beverages Category Influential Consumers
MCATINF077: Category Influentials: Coffee I have a great deal of knowledge/experience in this topic
MCATINF078: Category Influentials: Coffee My family/friends often ask for and trust my advice on this topic
MCATINF079: Category Influentials: Coffee Super Influential Consumers
MCATINF080: Category Influentials: Coffee Category Influential Consumers
MCATINF081: Category Influentials: Soft Drinks I have a great deal of knowledge/experience in this topic
MCATINF082: Category Influentials: Soft Drinks My family/friends often ask for and trust my advice on this topic
MCATINF083: Category Influentials: Soft Drinks Super Influential Consumers
MCATINF084: Category Influentials: Soft Drinks Category Influential Consumers
MCATINF085: Category Influentials: Automobiles I have a great deal of knowledge/experience in this topic
MCATINF086: Category Influentials: Automobiles My family/friends often ask for and trust my advice on this topic
MCATINF087: Category Influentials: Automobiles Super Influential Consumers
MCATINF088: Category Influentials: Automobiles Category Influential Consumers
MCATINF089: Category Influentials: Other Vehicles I have a great deal of knowledge/experience in this topic
MCATINF090: Category Influentials: Other Vehicles My family/friends often ask for and trust my advice on this topic
MCATINF091: Category Influentials: Other Vehicles Super Influential Consumers
MCATINF092: Category Influentials: Other Vehicles Category Influential Consumers
MCATINF093: Category Influentials: Automotive Products I have a great deal of knowledge/experience in this topic
MCATINF094: Category Influentials: Automotive Products My family/friends often ask for and trust my advice on this topic
MCATINF095: Category Influentials: Automotive Products Super Influential Consumers
MCATINF096: Category Influentials: Automotive Products Category Influential Consumers

MCATINF097: Category Influentials: Business Travel I have a great deal of knowledge/experience in this topic
MCATINF098: Category Influentials: Business Travel My family/friends often ask for and trust my advice on this topic
MCATINF099: Category Influentials: Business Travel Super Influential Consumers
MCATINF100: Category Influentials: Business Travel Category Influential Consumers
MCATINF101: Category Influentials: Vacation Travel I have a great deal of knowledge/experience in this topic
MCATINF102: Category Influentials: Vacation Travel My family/friends often ask for and trust my advice on this topic
MCATINF103: Category Influentials: Vacation Travel Super Influential Consumers
MCATINF104: Category Influentials: Vacation Travel Category Influential Consumers
MCATINF105: Category Influentials: Restaurants I have a great deal of knowledge/experience in this topic
MCATINF106: Category Influentials: Restaurants My family/friends often ask for and trust my advice on this topic
MCATINF107: Category Influentials: Restaurants Super Influential Consumers
MCATINF108: Category Influentials: Restaurants Category Influential Consumers
MCATINF109: Category Influentials: Finance/Investment I have a great deal of knowledge/experience in this topic
MCATINF110: Category Influentials: Finance/Investment My family/friends often ask for and trust my advice on this topic
MCATINF111: Category Influentials: Finance/Investment Super Influential Consumers
MCATINF112: Category Influentials: Finance/Investment Category Influential Consumers
MCATINF113: Category Influentials: Real Estate I have a great deal of knowledge/experience in this topic
MCATINF114: Category Influentials: Real Estate My family/friends often ask for and trust my advice on this topic
MCATINF115: Category Influentials: Real Estate Super Influential Consumers
MCATINF116: Category Influentials: Real Estate Category Influential Consumers
MCATINF117: Category Influentials: Insurance I have a great deal of knowledge/experience in this topic
MCATINF118: Category Influentials: Insurance My family/friends often ask for and trust my advice on this topic
MCATINF119: Category Influentials: Insurance Super Influential Consumers
MCATINF120: Category Influentials: Insurance Category Influential Consumers
MCATINF121: Category Influentials: Business I have a great deal of knowledge/experience in this topic
MCATINF122: Category Influentials: Business My family/friends often ask for and trust my advice on this topic
MCATINF123: Category Influentials: Business Super Influential Consumers
MCATINF124: Category Influentials: Business Category Influential Consumers
MCATINF125: Category Influentials: Home Remodeling I have a great deal of knowledge/experience in this topic
MCATINF126: Category Influentials: Home Remodeling My family/friends often ask for and trust my advice on this topic
MCATINF127: Category Influentials: Home Remodeling Super Influential Consumers
MCATINF128: Category Influentials: Home Remodeling Category Influential Consumers
MCATINF129: Category Influentials: Household Furnishings I have a great deal of knowledge/experience in this topic
MCATINF130: Category Influentials: Household Furnishings My family/friends often ask for and trust my advice on this topic
MCATINF131: Category Influentials: Household Furnishings Super Influential Consumers
MCATINF132: Category Influentials: Household Furnishings Category Influential Consumers
MCATINF133: Category Influentials: Interior Decorating I have a great deal of knowledge/experience in this topic
MCATINF134: Category Influentials: Interior Decorating My family/friends often ask for and trust my advice on this topic
MCATINF135: Category Influentials: Interior Decorating Super Influential Consumers
MCATINF136: Category Influentials: Interior Decorating Category Influential Consumers
MCATINF137: Category Influentials: Gardening I have a great deal of knowledge/experience in this topic
MCATINF138: Category Influentials: Gardening My family/friends often ask for and trust my advice on this topic
MCATINF139: Category Influentials: Gardening Super Influential Consumers
MCATINF140: Category Influentials: Gardening Category Influential Consumers
MCATINF141: Category Influentials: Computers I have a great deal of knowledge/experience in this topic
MCATINF142: Category Influentials: Computers My family/friends often ask for and trust my advice on this topic
MCATINF143: Category Influentials: Computers Super Influential Consumers
MCATINF144: Category Influentials: Computers Category Influential Consumers
MCATINF145: Category Influentials: Home Electronics I have a great deal of knowledge/experience in this topic
MCATINF146: Category Influentials: Home Electronics My family/friends often ask for and trust my advice on this topic
MCATINF147: Category Influentials: Home Electronics Super Influential Consumers
MCATINF148: Category Influentials: Home Electronics Category Influential Consumers

MCATINF149: Category Influentials: New Technology I have a great deal of knowledge/experience in this topic
MCATINF150: Category Influentials: New Technology My family/friends often ask for and trust my advice on this topic
MCATINF151: Category Influentials: New Technology Super Influential Consumers
MCATINF152: Category Influentials: New Technology Category Influential Consumers
MCATINF153: Category Influentials: Mobile/Cell phones I have a great deal of knowledge/experience in this topic
MCATINF154: Category Influentials: Mobile/Cell phones My family/friends often ask for and trust my advice on this topic
MCATINF155: Category Influentials: Mobile/Cell phones Super Influential Consumers
MCATINF156: Category Influentials: Mobile/Cell phones Category Influential Consumers
MCATINF157: Category Influentials: Photography I have a great deal of knowledge/experience in this topic
MCATINF158: Category Influentials: Photography My family/friends often ask for and trust my advice on this topic
MCATINF159: Category Influentials: Photography Super Influential Consumers
MCATINF160: Category Influentials: Photography Category Influential Consumers
MCATINF161: Category Influentials: Video Games I have a great deal of knowledge/experience in this topic
MCATINF162: Category Influentials: Video Games My family/friends often ask for and trust my advice on this topic
MCATINF163: Category Influentials: Video Games Super Influential Consumers
MCATINF164: Category Influentials: Video Games Category Influential Consumers
MCATINF165: Category Influentials: Books I have a great deal of knowledge/experience in this topic
MCATINF166: Category Influentials: Books My family/friends often ask for and trust my advice on this topic
MCATINF167: Category Influentials: Books Super Influential Consumers
MCATINF168: Category Influentials: Books Category Influential Consumers
MCATINF169: Category Influentials: Movies I have a great deal of knowledge/experience in this topic
MCATINF170: Category Influentials: Movies My family/friends often ask for and trust my advice on this topic
MCATINF171: Category Influentials: Movies Super Influential Consumers
MCATINF172: Category Influentials: Movies Category Influential Consumers
MCATINF173: Category Influentials: TV Shows I have a great deal of knowledge/experience in this topic
MCATINF174: Category Influentials: TV Shows My family/friends often ask for and trust my advice on this topic
MCATINF175: Category Influentials: TV Shows Super Influential Consumers
MCATINF176: Category Influentials: TV Shows Category Influential Consumers
MCATINF177: Category Influentials: Radio I have a great deal of knowledge/experience in this topic
MCATINF178: Category Influentials: Radio My family/friends often ask for and trust my advice on this topic
MCATINF179: Category Influentials: Radio Super Influential Consumers
MCATINF180: Category Influentials: Radio Category Influential Consumers
MCATINF181: Category Influentials: Newspapers I have a great deal of knowledge/experience in this topic
MCATINF182: Category Influentials: Newspapers My family/friends often ask for and trust my advice on this topic
MCATINF183: Category Influentials: Newspapers Super Influential Consumers
MCATINF184: Category Influentials: Newspapers Category Influential Consumers
MCATINF185: Category Influentials: Magazines I have a great deal of knowledge/experience in this topic
MCATINF186: Category Influentials: Magazines My family/friends often ask for and trust my advice on this topic
MCATINF187: Category Influentials: Magazines Super Influential Consumers
MCATINF188: Category Influentials: Magazines Category Influential Consumers
MCATINF189: Category Influentials: Internet I have a great deal of knowledge/experience in this topic
MCATINF190: Category Influentials: Internet My family/friends often ask for and trust my advice on this topic
MCATINF191: Category Influentials: Internet Super Influential Consumers
MCATINF192: Category Influentials: Internet Category Influential Consumers
MCATINF193: Category Influentials: Music I have a great deal of knowledge/experience in this topic
MCATINF194: Category Influentials: Music My family/friends often ask for and trust my advice on this topic
MCATINF195: Category Influentials: Music Super Influential Consumers
MCATINF196: Category Influentials: Music Category Influential Consumers
MCATINF197: Category Influentials: Other Entertainment I have a great deal of knowledge/experience in this topic
MCATINF198: Category Influentials: Other Entertainment My family/friends often ask for and trust my advice on this topic
MCATINF199: Category Influentials: Other Entertainment Super Influential Consumers
MCATINF200: Category Influentials: Other Entertainment Category Influential Consumers

MCATINF201: Category Influentials: News I have a great deal of knowledge/experience in this topic
MCATINF202: Category Influentials: News My family/friends often ask for and trust my advice on this topic
MCATINF203: Category Influentials: News Super Influential Consumers
MCATINF204: Category Influentials: News Category Influential Consumers
MCATINF205: Category Influentials: Politics I have a great deal of knowledge/experience in this topic
MCATINF206: Category Influentials: Politics My family/friends often ask for and trust my advice on this topic
MCATINF207: Category Influentials: Politics Super Influential Consumers
MCATINF208: Category Influentials: Politics Category Influential Consumers
MCATINF209: Category Influentials: Sports I have a great deal of knowledge/experience in this topic
MCATINF210: Category Influentials: Sports My family/friends often ask for and trust my advice on this topic
MCATINF211: Category Influentials: Sports Super Influential Consumers
MCATINF212: Category Influentials: Sports Category Influential Consumers
MCATINF213: Category Influentials: Sporting Equipment I have a great deal of knowledge/experience in this topic
MCATINF214: Category Influentials: Sporting Equipment My family/friends often ask for and trust my advice on this topic
MCATINF215: Category Influentials: Sporting Equipment Super Influential Consumers
MCATINF216: Category Influentials: Sporting Equipment Category Influential Consumers
MCATINF217: Category Influentials: Fishing I have a great deal of knowledge/experience in this topic
MCATINF218: Category Influentials: Fishing My family/friends often ask for and trust my advice on this topic
MCATINF219: Category Influentials: Fishing Super Influential Consumers
MCATINF220: Category Influentials: Fishing Category Influential Consumers
MCATINF221: Category Influentials: Hunting I have a great deal of knowledge/experience in this topic
MCATINF222: Category Influentials: Hunting My family/friends often ask for and trust my advice on this topic
MCATINF223: Category Influentials: Hunting Super Influential Consumers
MCATINF224: Category Influentials: Hunting Category Influential Consumers
MCATINF225: Category Influentials: Parenting I have a great deal of knowledge/experience in this topic
MCATINF226: Category Influentials: Parenting My family/friends often ask for and trust my advice on this topic
MCATINF227: Category Influentials: Parenting Super Influential Consumers
MCATINF228: Category Influentials: Parenting Category Influential Consumers
MCATINF229: Category Influentials: Education I have a great deal of knowledge/experience in this topic
MCATINF230: Category Influentials: Education My family/friends often ask for and trust my advice on this topic
MCATINF231: Category Influentials: Education Super Influential Consumers
MCATINF232: Category Influentials: Education Category Influential Consumers
MCATINF233: Category Influentials: Products for Babies or Children I have a great deal of knowledge/experience in this topic
MCATINF234: Category Influentials: Products for Babies or Children My family/friends often ask for and trust my advice on this topic
MCATINF235: Category Influentials: Products for Babies or Children Super Influential Consumers
MCATINF236: Category Influentials: Products for Babies or Children Category Influential Consumers
MCATINF237: Category Influentials: Pets I have a great deal of knowledge/experience in this topic
MCATINF238: Category Influentials: Pets My family/friends often ask for and trust my advice on this topic
MCATINF239: Category Influentials: Pets Super Influential Consumers
MCATINF240: Category Influentials: Pets Category Influential Consumers
MCATINF241: Category Influentials- Categories Recommended To People: Automotive Family/Friends
MCATINF242: Category Influentials- Categories Recommended To People: Automotive Neighbors/Colleagues
MCATINF243: Category Influentials- Categories Recommended To People: Automotive People you Dont Necessarily Know (in stores online etc.)
MCATINF244: Category Influentials- Categories Recommended To People: Finance Family/Friends
MCATINF245: Category Influentials- Categories Recommended To People: Finance Neighbors/Colleagues
MCATINF246: Category Influentials- Categories Recommended To People: Finance People you Dont Necessarily Know (in stores online etc.)
MCATINF247: Category Influentials- Categories Recommended To People: Technology Family/Friends
MCATINF248: Category Influentials- Categories Recommended To People: Technology Neighbors/Colleagues

MCATINF249: Category Influentials- Categories Recommended To People: Technology People you Dont Necessarily Know (in stores online etc.)
MCATINF250: Category Influentials- Categories Recommended To People: Food Family/Friends
MCATINF251: Category Influentials- Categories Recommended To People: Food Neighbors/Colleagues
MCATINF252: Category Influentials- Categories Recommended To People: Food People you Dont Necessarily Know (in stores online etc.)
MCATINF253: Category Influentials- Categories Recommended To People: Vacation Travel Family/Friends
MCATINF254: Category Influentials- Categories Recommended To People: Vacation Travel Neighbors/Colleagues
MCATINF255: Category Influentials- Categories Recommended To People: Vacation Travel People you Dont Necessarily Know
MCATINF256: Category Influentials- Categories Recommended To People: Healthcare Family/Friends
MCATINF257: Category Influentials- Categories Recommended To People: Healthcare Neighbors/Colleagues
MCATINF258: Category Influentials- Categories Recommended To People: Healthcare People you Dont Necessarily Know (in stores online etc.)
MCATINF259: Category Influentials- Recommended any product/service to: Family Members
MCATINF260: Category Influentials- Recommended any product/service to: Friends
MCATINF270: Category Influentials- Recommended any product/service to: Colleagues or people you know through work
MCATINF262: Category Influentials- Recommended any product/service to: Neighbors
MCATINF263: Category Influentials- Recommended any product/service to: People who share a hobby or interest of yours
MCATINF264: Category Influentials- Recommended any product/service to: People you know through a community group or other activity
MCATINF265: Category Influentials- Recommended any product/service to: People you know through your kids activities
MCATINF266: Category Influentials- Recommended any product/service to: People you dont necessarily know but ran into
MCATINF267: Category Influentials- Recommended any product/service to: People you dont nec know but have made a recommendation to online
MCATINF268: Category Influentials- Recommended any product/service to: 5+ People that Recommended Any Product/Service
MCATINF269: Category Influentials- Recommended any product/service to: 3+ People that Recommended Any Product/Service

Cellular/Mobile Opinions

MATTPH005: Cellular / Mobile Opinions: I will always keep a landline no matter how much cell phone service improves. (DC)
MATTPH006: Cellular / Mobile Opinions: I will always keep a landline no matter how much cell phone service improves. (DS)
MATTPH007: Cellular / Mobile Opinions: I will always keep a landline no matter how much cell phone service improves. (AS)
MATTPH008: Cellular / Mobile Opinions: I will always keep a landline no matter how much cell phone service improves. (AC)
MATTPH009: Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places. (DC)
MATTPH010: Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places. (DS)
MATTPH011: Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places. (AS)
MATTPH012: Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places. (AC)
MATTPH013: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (DC)
MATTPH014: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (DS)
MATTPH015: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (AS)
MATTPH016: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (AC)
MATTPH021: Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety. (DC)
MATTPH022: Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety. (DS)
MATTPH023: Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety. (AS)
MATTPH024: Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety. (AC)
MATTPH025: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (DC)

MATTPH026: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (DS)
MATTPH027: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (AS)
MATTPH028: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (AC)
MATTPH029: Cellular / Mobile Opinions: Cell phones are too complicated these days. (DC)
MATTPH030: Cellular / Mobile Opinions: Cell phones are too complicated these days. (DS)
MATTPH031: Cellular / Mobile Opinions: Cell phones are too complicated these days. (AS)
MATTPH032: Cellular / Mobile Opinions: Cell phones are too complicated these days. (AC)
MATTPH033: Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone. (DC)
MATTPH034: Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone. (DS)
MATTPH035: Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone. (AS)
MATTPH036: Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone. (AC)
MATTPH041: Cellular / Mobile Opinions: There are some features on my cell phone Id like to use but I dont know how to use them. (DC)
MATTPH042: Cellular / Mobile Opinions: There are some features on my cell phone Id like to use but I dont know how to use them. (DS)
MATTPH043: Cellular / Mobile Opinions: There are some features on my cell phone Id like to use but I dont know how to use them. (AS)
MATTPH044: Cellular / Mobile Opinions: There are some features on my cell phone Id like to use but I dont know how to use them. (AC)
MATTPH045: Cellular / Mobile Opinions: I just want to use my cell phone to make/receive calls (DC)
MATTPH046: Cellular / Mobile Opinions: I just want to use my cell phone to make/receive calls (DS)
MATTPH047: Cellular / Mobile Opinions: I just want to use my cell phone to make/receive calls (AS)
MATTPH048: Cellular / Mobile Opinions: I just want to use my cell phone to make/receive calls (AC)
MATTPH049: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (DC)
MATTPH050: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (DS)
MATTPH051: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (AS)
MATTPH052: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (AC)
MATTPH053: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (DC)
MATTPH054: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (DS)
MATTPH055: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (AS)
MATTPH056: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (AC)
MATTPH057: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (DC)
MATTPH058: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (DS)
MATTPH059: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (AS)
MATTPH060: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (AC)
MATTPH069: Cellular / Mobile Opinions: I would be willing to receive ads on my cell phone in exchange for lower monthly costs. (DC)
MATTPH070: Cellular / Mobile Opinions: I would be willing to receive ads on my cell phone in exchange for lower monthly costs. (DS)
MATTPH071: Cellular / Mobile Opinions: I would be willing to receive ads on my cell phone in exchange for lower monthly costs. (AS)
MATTPH072: Cellular / Mobile Opinions: I would be willing to receive ads on my cell phone in exchange for lower monthly costs. (AC)
MATTPH073: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (DC)
MATTPH074: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (DS)
MATTPH075: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (AS)
MATTPH076: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (AC)

MATTPH077: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (DC)
MATTPH078: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (DS)
MATTPH079: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (AS)
MATTPH080: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (AC)
MATTPH081: Cellular / Mobile Opinions: Advertisements on cell phones are annoying. (DC)
MATTPH082: Cellular / Mobile Opinions: Advertisements on cell phones are annoying. (DS)
MATTPH083: Cellular / Mobile Opinions: Advertisements on cell phones are annoying. (AS)
MATTPH084: Cellular / Mobile Opinions: Advertisements on cell phones are annoying. (AC)
MATTPH136 Cellular / Mobile Opinions: =Other3 (DC)
MATTPH137: Cellular / Mobile Opinions: =Other3 (DS)
MATTPH138: Cellular / Mobile Opinions: =Other3 (AS)
MATTPH139: Cellular / Mobile Opinions: =Other3 (AC)
MATTPH109: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if it were less expensive. (DC)
MATTPH110: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if it were less expensive. (DS)
MATTPH111: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if it were less expensive. (AS)
MATTPH112: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if it were less expensive. (AC)
MATTPH113: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the websites loaded more easily. (DC)
MATTPH114: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the websites loaded more easily. (DS)
MATTPH115: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the websites loaded more easily. (AS)
MATTPH116: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the websites loaded more easily. (AC)
MATTPH117: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (DC)
MATTPH118: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (DS)
MATTPH119: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (AS)
MATTPH120: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (AC)
MATTPH121: Cellular / Mobile Opinions: =Other3 (DC)
MATTPH122: Cellular / Mobile Opinions: =Other3 (DS)
MATTPH123: Cellular / Mobile Opinions: =Other3 (AS)
MATTPH124: Cellular / Mobile Opinions: =Other3 (AC)
MATTPH125: Cellular / Mobile Opinions - Features Important To You: Phone Models Available (Somewhat Imp)
MATTPH126: Cellular / Mobile Opinions - Features Important To You: Phone Models Available (Very Imp)
MATTPH127: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Not Imp)
MATTPH128: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Somewhat Imp)
MATTPH129: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Very Imp)
MATTPH130: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Not Imp)
MATTPH131: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Somewhat Imp)
MATTPH132: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Very Imp)
MATTPH133: Cellular / Mobile Opinions - Features Important To You: Price (Not Imp)
MATTPH134: Cellular / Mobile Opinions - Features Important To You: Price (Somewhat Imp)
MATTPH135: Cellular / Mobile Opinions - Features Important To You: Price (Very Imp)

Consumer Confidence

MATTCC003: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: Worse now
MATTCC002: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: About the same
MATTCC001: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: Better now

MATTCC006: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: Worse
MATTCC005: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: About the same
MATTCC004: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: Better
MATTCC009: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: Worse now
MATTCC008: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: About the same
MATTCC007: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: Better now
MATTCC012: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: Worse
MATTCC011: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: About the same
MATTCC010: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: Better

Fashion and Style

MATTFAS001: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (DC)
MATTFAS002: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (DS)
MATTFAS003: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (AS)
MATTFAS004: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (AC)
MATTFAS005: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (DC)
MATTFAS006: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (DS)
MATTFAS007: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (AS)
MATTFAS008: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (AC)
MATTFAS009: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (DC)
MATTFAS010: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (DS)
MATTFAS011: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (AS)
MATTFAS012: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (AC)
MATTFAS013: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (DC)
MATTFAS014: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (DS)
MATTFAS015: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (AS)
MATTFAS016: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (AC)
MATTFAS017: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (DC)
MATTFAS018: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (DS)
MATTFAS019: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (AS)
MATTFAS020: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (AC)
MATTFAS021: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (DC)
MATTFAS022: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (DS)
MATTFAS023: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (AS)
MATTFAS024: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (AC)
MATTFAS025: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (DC)
MATTFAS026: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (DS)
MATTFAS027: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (AS)

MATTFAS028: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (AC)
MATTFAS029: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (DC)
MATTFAS030: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (DS)
MATTFAS031: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (AS)
MATTFAS032: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (AC)
MATTFAS033: Fashion & Style Attitudes: When I find a haircut that suits me I stick with it. (DC)
MATTFAS034: Fashion & Style Attitudes: When I find a haircut that suits me I stick with it. (DS)
MATTFAS035: Fashion & Style Attitudes: When I find a haircut that suits me I stick with it. (AS)
MATTFAS036: Fashion & Style Attitudes: When I find a haircut that suits me I stick with it. (AC)
MATTFAS037: Fashion & Style Attitudes: I follow a strict skin-care routine. (DC)
MATTFAS038: Fashion & Style Attitudes: I follow a strict skin-care routine. (DS)
MATTFAS039: Fashion & Style Attitudes: I follow a strict skin-care routine. (AS)
MATTFAS040: Fashion & Style Attitudes: I follow a strict skin-care routine. (AC)
MATTFAS041: Fashion & Style Attitudes: I am content with my appearance. (DC)
MATTFAS042: Fashion & Style Attitudes: I am content with my appearance. (DS)
MATTFAS043: Fashion & Style Attitudes: I am content with my appearance. (AS)
MATTFAS044: Fashion & Style Attitudes: I am content with my appearance. (AC)
MATTFAS045: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (DC)
MATTFAS046: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (DS)
MATTFAS047: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (AS)
MATTFAS048: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (AC)
MATTFAS049: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (DC)
MATTFAS050: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (DS)
MATTFAS051: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (AS)
MATTFAS052: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (AC)
MATTFAS053: Fashion & Style Attitudes: I consider my fashion style to be trendy. (DC)
MATTFAS054: Fashion & Style Attitudes: I consider my fashion style to be trendy. (DS)
MATTFAS055: Fashion & Style Attitudes: I consider my fashion style to be trendy. (AS)
MATTFAS056: Fashion & Style Attitudes: I consider my fashion style to be trendy. (AC)
MATTFAS057: Fashion & Style Attitudes: I often use natural or organic beauty products. (DC)
MATTFAS058: Fashion & Style Attitudes: I often use natural or organic beauty products. (DS)
MATTFAS059: Fashion & Style Attitudes: I often use natural or organic beauty products. (AS)
MATTFAS060: Fashion & Style Attitudes: I often use natural or organic beauty products. (AC)
MATTFAS061: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (DC)
MATTFAS062: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (DS)
MATTFAS063: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (AS)
MATTFAS064: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (AC)
MATTFAS065: Fashion & Style Attitudes: I only spend what I budget on fashion items. (DC)
MATTFAS066: Fashion & Style Attitudes: I only spend what I budget on fashion items. (DS)
MATTFAS067: Fashion & Style Attitudes: I only spend what I budget on fashion items. (AS)
MATTFAS068: Fashion & Style Attitudes: I only spend what I budget on fashion items. (AC)
MATTFAS069: Fashion & Style Attitudes: I often try different ways to style my hair. (DC)
MATTFAS070: Fashion & Style Attitudes: I often try different ways to style my hair. (DS)
MATTFAS071: Fashion & Style Attitudes: I often try different ways to style my hair. (AS)
MATTFAS072: Fashion & Style Attitudes: I often try different ways to style my hair. (AC)
MATTFAS073: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (DC)
MATTFAS074: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (DS)

MATTFAS075: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (AS)
MATTFAS076: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (AC)
MATTFAS077: Fashion & Style Attitudes: Ill buy trendy clothes even if theyre not the highest quality. (DC)
MATTFAS078: Fashion & Style Attitudes: Ill buy trendy clothes even if theyre not the highest quality. (DS)
MATTFAS079: Fashion & Style Attitudes: Ill buy trendy clothes even if theyre not the highest quality. (AS)
MATTFAS080: Fashion & Style Attitudes: Ill buy trendy clothes even if theyre not the highest quality. (AC)
MATTFAS081: Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity. (DC)
MATTFAS082: Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity. (DS)
MATTFAS083: Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity. (AS)
MATTFAS084: Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity. (AC)
MATTFAS085: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (DC)
MATTFAS086: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (DS)
MATTFAS087: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (AS)
MATTFAS088: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (AC)
MATTFAS089: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (DC)
MATTFAS090: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (DS)
MATTFAS091: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (AS)
MATTFAS092: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (AC)
MATTFAS093: Fashion & Style Attitudes: Im willing to use the Internet to shop for fashion products. (DC)
MATTFAS094: Fashion & Style Attitudes: Im willing to use the Internet to shop for fashion products. (DS)
MATTFAS095: Fashion & Style Attitudes: Im willing to use the Internet to shop for fashion products. (AS)
MATTFAS096: Fashion & Style Attitudes: Im willing to use the Internet to shop for fashion products. (AC)
MATTFAS101: Fashion & Style Attitudes: I prefer to shop for fashion products on my own rather than with friends. (DC)
MATTFAS102: Fashion & Style Attitudes: I prefer to shop for fashion products on my own rather than with friends. (DS)
MATTFAS103: Fashion & Style Attitudes: I prefer to shop for fashion products on my own rather than with friends. (AS)
MATTFAS104: Fashion & Style Attitudes: I prefer to shop for fashion products on my own rather than with friends. (AC)
MATTFAS105: Fashion & Style Attitudes: I dress more to please myself than others. (DC)
MATTFAS106: Fashion & Style Attitudes: I dress more to please myself than others. (DS)
MATTFAS107: Fashion & Style Attitudes: I dress more to please myself than others. (AS)
MATTFAS108: Fashion & Style Attitudes: I dress more to please myself than others. (AC)
MATTFAS109: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (DC)
MATTFAS110: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (DS)
MATTFAS111: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (AS)
MATTFAS112: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (AC)
MATTFAS113: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DC)
MATTFAS114: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DS)
MATTFAS115: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AS)
MATTFAS116: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AC)
MATTFAS117: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (DC)
MATTFAS118: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (DS)
MATTFAS119: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (AS)

MATTFAS120: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (AC)
MATTFAS121: Fashion & Style Attitudes: I judge others by how put together they look (DC)
MATTFAS122: Fashion & Style Attitudes: I judge others by how put together they look (DS)
MATTFAS123: Fashion & Style Attitudes: I judge others by how put together they look (AS)
MATTFAS124: Fashion & Style Attitudes: I judge others by how put together they look (AC)

Finance

MATTFIN001: Finance Attitudes: I regularly read financial news or financial publications. (DC)
MATTFIN002: Finance Attitudes: I regularly read financial news or financial publications. (DS)
MATTFIN003: Finance Attitudes: I regularly read financial news or financial publications. (AS)
MATTFIN004: Finance Attitudes: I regularly read financial news or financial publications. (AC)
MATTFIN005: Finance Attitudes: I hate to borrow money (DC)
MATTFIN006: Finance Attitudes: I hate to borrow money (DS)
MATTFIN007: Finance Attitudes: I hate to borrow money (AS)
MATTFIN008: Finance Attitudes: I hate to borrow money (AC)
MATTFIN009: Finance Attitudes: My parents tend/tended to be savers. (DC)
MATTFIN010: Finance Attitudes: My parents tend/tended to be savers. (DS)
MATTFIN011: Finance Attitudes: My parents tend/tended to be savers. (AS)
MATTFIN012: Finance Attitudes: My parents tend/tended to be savers. (AC)
MATTFIN013: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (DC)
MATTFIN014: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (DS)
MATTFIN015: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (AS)
MATTFIN016: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (AC)
MATTFIN017: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (DC)
MATTFIN018: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (DS)
MATTFIN019: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (AS)
MATTFIN020: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (AC)
MATTFIN021: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (DC)
MATTFIN022: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (DS)
MATTFIN023: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (AS)
MATTFIN024: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (AC)
MATTFIN025: Finance Attitudes: There are one or two financial institutions that I always turn to first. (DC)
MATTFIN026: Finance Attitudes: There are one or two financial institutions that I always turn to first. (DS)
MATTFIN027: Finance Attitudes: There are one or two financial institutions that I always turn to first. (AS)
MATTFIN028: Finance Attitudes: There are one or two financial institutions that I always turn to first. (AC)
MATTFIN029: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (DC)
MATTFIN030: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (DS)
MATTFIN031: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (AS)
MATTFIN032: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (AC)
MATTFIN033: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (DC)
MATTFIN034: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (DS)
MATTFIN035: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (AS)
MATTFIN036: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (AC)

MATTFIN037: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (DC)
MATTFIN038: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (DS)
MATTFIN039: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (AS)
MATTFIN040: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (AC)
MATTFIN041: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (DC)
MATTFIN042: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (DS)
MATTFIN043: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (AS)
MATTFIN044: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (AC)
MATTFIN045: Finance Attitudes: I like to take risks when investing for the chance of a high return. (DC)
MATTFIN046: Finance Attitudes: I like to take risks when investing for the chance of a high return. (DS)
MATTFIN047: Finance Attitudes: I like to take risks when investing for the chance of a high return. (AS)
MATTFIN048: Finance Attitudes: I like to take risks when investing for the chance of a high return. (AC)
MATTFIN049: Finance Attitudes: I enjoy learning about financial products or services from others. (DC)
MATTFIN050: Finance Attitudes: I enjoy learning about financial products or services from others. (DS)
MATTFIN051: Finance Attitudes: I enjoy learning about financial products or services from others. (AS)
MATTFIN052: Finance Attitudes: I enjoy learning about financial products or services from others. (AC)
MATTFIN053: Finance Attitudes: I only save for a specific purpose. (DC)
MATTFIN054: Finance Attitudes: I only save for a specific purpose. (DS)
MATTFIN055: Finance Attitudes: I only save for a specific purpose. (AS)
MATTFIN056: Finance Attitudes: I only save for a specific purpose. (AC)
MATTFIN057: Finance Attitudes: Borrowing money makes me feel uncomfortable. (DC)
MATTFIN058: Finance Attitudes: Borrowing money makes me feel uncomfortable. (DS)
MATTFIN059: Finance Attitudes: Borrowing money makes me feel uncomfortable. (AS)
MATTFIN060: Finance Attitudes: Borrowing money makes me feel uncomfortable. (AC)
MATTFIN061: Finance Attitudes: People often ask my advice when it comes to financial matters. (DC)
MATTFIN062: Finance Attitudes: People often ask my advice when it comes to financial matters. (DS)
MATTFIN063: Finance Attitudes: People often ask my advice when it comes to financial matters. (AS)
MATTFIN064: Finance Attitudes: People often ask my advice when it comes to financial matters. (AC)
MATTFIN065: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (DC)
MATTFIN066: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (DS)
MATTFIN067: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (AS)
MATTFIN068: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (AC)
MATTFIN069: Finance Attitudes: I find the ups and downs of the financial markets exciting. (DC)
MATTFIN070: Finance Attitudes: I find the ups and downs of the financial markets exciting. (DS)
MATTFIN071: Finance Attitudes: I find the ups and downs of the financial markets exciting. (AS)
MATTFIN072: Finance Attitudes: I find the ups and downs of the financial markets exciting. (AC)
MATTFIN073: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (DC)
MATTFIN074: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (DS)
MATTFIN075: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (AS)
MATTFIN076: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (AC)
MATTFIN077: Finance Attitudes: Im happy to use the phone to carry out day to day banking transactions. (DC)
MATTFIN078: Finance Attitudes: Im happy to use the phone to carry out day to day banking transactions. (DS)
MATTFIN079: Finance Attitudes: Im happy to use the phone to carry out day to day banking transactions. (AS)

MATTFIN080: Finance Attitudes: Im happy to use the phone to carry out day to day banking transactions. (AC)
MATTFIN081: Finance Attitudes: Investing in the stock market is too risky for me. (DC)
MATTFIN082: Finance Attitudes: Investing in the stock market is too risky for me. (DS)
MATTFIN083: Finance Attitudes: Investing in the stock market is too risky for me. (AS)
MATTFIN084: Finance Attitudes: Investing in the stock market is too risky for me. (AC)
MATTFIN085: Finance Attitudes: The economy has a direct effect on my spending habits. (DC)
MATTFIN086: Finance Attitudes: The economy has a direct effect on my spending habits. (DS)
MATTFIN087: Finance Attitudes: The economy has a direct effect on my spending habits. (AS)
MATTFIN088: Finance Attitudes: The economy has a direct effect on my spending habits. (AC)
MATTFIN089: Finance Attitudes: I feel overwhelmed by financial burdens. (DC)
MATTFIN090: Finance Attitudes: I feel overwhelmed by financial burdens. (DS)
MATTFIN091: Finance Attitudes: I feel overwhelmed by financial burdens. (AS)
MATTFIN092: Finance Attitudes: I feel overwhelmed by financial burdens. (AC)
MATTFIN093: Finance Attitudes: Investing for the future is very important to me (DC)
MATTFIN094: Finance Attitudes: Investing for the future is very important to me (DS)
MATTFIN095: Finance Attitudes: Investing for the future is very important to me (AS)
MATTFIN096: Finance Attitudes: Investing for the future is very important to me (AC)

Food

MATTFOO001: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (DC)
MATTFOO002: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (DS)
MATTFOO003: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (AS)
MATTFOO004: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (AC)
MATTFOO005: Food Attitudes: I rarely eat frozen dinners. (DC)
MATTFOO006: Food Attitudes: I rarely eat frozen dinners. (DS)
MATTFOO007: Food Attitudes: I rarely eat frozen dinners. (AS)
MATTFOO008: Food Attitudes: I rarely eat frozen dinners. (AC)
MATTFOO009: Food Attitudes: I typically celebrate special occasions at restaurants. (DC)
MATTFOO010: Food Attitudes: I typically celebrate special occasions at restaurants. (DS)
MATTFOO011: Food Attitudes: I typically celebrate special occasions at restaurants. (AS)
MATTFOO012: Food Attitudes: I typically celebrate special occasions at restaurants. (AC)
MATTFOO013: Food Attitudes: During a given week I cook meals frequently. (DC)
MATTFOO014: Food Attitudes: During a given week I cook meals frequently. (DS)
MATTFOO015: Food Attitudes: During a given week I cook meals frequently. (AS)
MATTFOO016: Food Attitudes: During a given week I cook meals frequently. (AC)
MATTFOO017: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (DC)
MATTFOO018: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (DS)
MATTFOO019: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (AS)
MATTFOO020: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (AC)
MATTFOO021: Food Attitudes: Often I eat my meals on the run. (DC)
MATTFOO022: Food Attitudes: Often I eat my meals on the run. (DS)
MATTFOO023: Food Attitudes: Often I eat my meals on the run. (AS)
MATTFOO024: Food Attitudes: Often I eat my meals on the run. (AC)
MATTFOO025: Food Attitudes: I rely on product labels to help me make decisions when food shopping. (DC)
MATTFOO026: Food Attitudes: I rely on product labels to help me make decisions when food shopping. (DS)
MATTFOO027: Food Attitudes: I rely on product labels to help me make decisions when food shopping. (AS)
MATTFOO028: Food Attitudes: I rely on product labels to help me make decisions when food shopping. (AC)
MATTFOO029: Food Attitudes: I enjoy being creative in the kitchen (DC)
MATTFOO030: Food Attitudes: I enjoy being creative in the kitchen (DS)
MATTFOO031: Food Attitudes: I enjoy being creative in the kitchen (AS)
MATTFOO032: Food Attitudes: I enjoy being creative in the kitchen (AC)
MATTFOO033: Food Attitudes: I try to eat a healthy breakfast every day. (DC)
MATTFOO034: Food Attitudes: I try to eat a healthy breakfast every day. (DS)
MATTFOO035: Food Attitudes: I try to eat a healthy breakfast every day. (AS)
MATTFOO036: Food Attitudes: I try to eat a healthy breakfast every day. (AC)
MATTFOO037: Food Attitudes: I only buy food items that are name-brand not generic brands. (DC)
MATTFOO038: Food Attitudes: I only buy food items that are name-brand not generic brands. (DS)

- MATTF00039: Food Attitudes: I only buy food items that are name-brand not generic brands. (AS)
- MATTF00040: Food Attitudes: I only buy food items that are name-brand not generic brands. (AC)
- MATTF00041: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (DC)
- MATTF00042: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (DS)
- MATTF00043: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (AS)
- MATTF00044: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (AC)
- MATTF00045: Food Attitudes: When I find a food product I like I typically recommend it to people I know. (DC)
- MATTF00046: Food Attitudes: When I find a food product I like I typically recommend it to people I know. (DS)
- MATTF00047: Food Attitudes: When I find a food product I like I typically recommend it to people I know. (AS)
- MATTF00048: Food Attitudes: When I find a food product I like I typically recommend it to people I know. (AC)
- MATTF00049: Food Attitudes: I dont allow junk food in my home. (DC)
- MATTF00050: Food Attitudes: I dont allow junk food in my home. (DS)
- MATTF00051: Food Attitudes: I dont allow junk food in my home. (AS)
- MATTF00052: Food Attitudes: I dont allow junk food in my home. (AC)
- MATTF00053: Food Attitudes: When I find a restaurant I like I stick with it. (DC)
- MATTF00054: Food Attitudes: When I find a restaurant I like I stick with it. (DS)
- MATTF00055: Food Attitudes: When I find a restaurant I like I stick with it. (AS)
- MATTF00056: Food Attitudes: When I find a restaurant I like I stick with it. (AC)
- MATTF00057: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (DC)
- MATTF00058: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (DS)
- MATTF00059: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (AS)
- MATTF00060: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (AC)
- MATTF00061: Food Attitudes: Eating at a fast food restaurant is fun. (DC)
- MATTF00062: Food Attitudes: Eating at a fast food restaurant is fun. (DS)
- MATTF00063: Food Attitudes: Eating at a fast food restaurant is fun. (AS)
- MATTF00064: Food Attitudes: Eating at a fast food restaurant is fun. (AC)
- MATTF00065: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (DC)
- MATTF00066: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (DS)
- MATTF00067: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (AS)
- MATTF00068: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (AC)
- MATTF00069: Food Attitudes: Im willing to spend more for a quality bottle of wine (DC)
- MATTF00070: Food Attitudes: Im willing to spend more for a quality bottle of wine (DS)
- MATTF00071: Food Attitudes: Im willing to spend more for a quality bottle of wine (AS)
- MATTF00072: Food Attitudes: Im willing to spend more for a quality bottle of wine (AC)
- MATTF00073: Food Attitudes: I dont have very much interest in cooking. (DC)
- MATTF00074: Food Attitudes: I dont have very much interest in cooking. (DS)
- MATTF00075: Food Attitudes: I dont have very much interest in cooking. (AS)
- MATTF00076: Food Attitudes: I dont have very much interest in cooking. (AC)
- MATTF00077: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (DC)
- MATTF00078: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (DS)
- MATTF00079: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (AS)
- MATTF00080: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (AC)
- MATTF00081: Food Attitudes: I enjoy trying different types of food. (DC)
- MATTF00082: Food Attitudes: I enjoy trying different types of food. (DS)
- MATTF00083: Food Attitudes: I enjoy trying different types of food. (AS)
- MATTF00084: Food Attitudes: I enjoy trying different types of food. (AC)
- MATTF00085: Food Attitudes: I indulge my cravings for sweets. (DC)
- MATTF00086: Food Attitudes: I indulge my cravings for sweets. (DS)
- MATTF00087: Food Attitudes: I indulge my cravings for sweets. (AS)
- MATTF00088: Food Attitudes: I indulge my cravings for sweets. (AC)
- MATTF00089: Food Attitudes: Fast food is junk food. (DC)
- MATTF00090: Food Attitudes: Fast food is junk food. (DS)
- MATTF00091: Food Attitudes: Fast food is junk food. (AS)
- MATTF00092: Food Attitudes: Fast food is junk food. (AC)
- MATTF00093: Food Attitudes: I typically drink wine with dinner (DC)
- MATTF00094: Food Attitudes: I typically drink wine with dinner (DS)
- MATTF00095: Food Attitudes: I typically drink wine with dinner (AS)
- MATTF00096: Food Attitudes: I typically drink wine with dinner (AC)
- MATTF00097: Food Attitudes: People often ask my advice when it comes to food. (DC)
- MATTF00098: Food Attitudes: People often ask my advice when it comes to food. (DS)
- MATTF00099: Food Attitudes: People often ask my advice when it comes to food. (AS)
- MATTF00100: Food Attitudes: People often ask my advice when it comes to food. (AC)
- MATTF00101: Food Attitudes: I prefer picking up quick meals to cooking meals. (DC)
- MATTF00102: Food Attitudes: I prefer picking up quick meals to cooking meals. (DS)
- MATTF00103: Food Attitudes: I prefer picking up quick meals to cooking meals. (AS)
- MATTF00104: Food Attitudes: I prefer picking up quick meals to cooking meals. (AC)
- MATTF00105: Food Attitudes: Im fine with eating at a restaurant by myself. (DC)
- MATTF00106: Food Attitudes: Im fine with eating at a restaurant by myself. (DS)
- MATTF00107: Food Attitudes: Im fine with eating at a restaurant by myself. (AS)
- MATTF00108: Food Attitudes: Im fine with eating at a restaurant by myself. (AC)
- MATTF00109: Food Attitudes: I dont pay much attention to my intake of fat. (DC)
- MATTF00110: Food Attitudes: I dont pay much attention to my intake of fat. (DS)
- MATTF00111: Food Attitudes: I dont pay much attention to my intake of fat. (AS)
- MATTF00112: Food Attitudes: I dont pay much attention to my intake of fat. (AC)
- MATTF00113: Food Attitudes: Dinners in my home are usually planned ahead of time. (DC)
- MATTF00114: Food Attitudes: Dinners in my home are usually planned ahead of time. (DS)
- MATTF00115: Food Attitudes: Dinners in my home are usually planned ahead of time. (AS)
- MATTF00116: Food Attitudes: Dinners in my home are usually planned ahead of time. (AC)
- MATTF00117: Food Attitudes: I only eat fast food when Im in a rush. (DC)
- MATTF00118: Food Attitudes: I only eat fast food when Im in a rush. (DS)
- MATTF00119: Food Attitudes: I only eat fast food when Im in a rush. (AS)
- MATTF00120: Food Attitudes: I only eat fast food when Im in a rush. (AC)
- MATTF00121: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (DC)
- MATTF00122: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (DS)
- MATTF00123: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (AS)
- MATTF00124: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (AC)
- MATTF00125: Food Attitudes: Im a creature of habit and stick to the food I know I like. (DC)
- MATTF00126: Food Attitudes: Im a creature of habit and stick to the food I know I like. (DS)
- MATTF00127: Food Attitudes: Im a creature of habit and stick to the food I know I like. (AS)
- MATTF00128: Food Attitudes: Im a creature of habit and stick to the food I know I like. (AC)
- MATTF00129: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (DC)
- MATTF00130: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (DS)
- MATTF00131: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (AS)
- MATTF00132: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (AC)
- MATTF00133: Food Attitudes: I regularly eat organic foods. (DC)
- MATTF00134: Food Attitudes: I regularly eat organic foods. (DS)
- MATTF00135: Food Attitudes: I regularly eat organic foods. (AS)
- MATTF00136: Food Attitudes: I regularly eat organic foods. (AC)
- MATTF00137: Food Attitudes: Food is a comfort to me (DC)
- MATTF00138: Food Attitudes: Food is a comfort to me (DS)
- MATTF00139: Food Attitudes: Food is a comfort to me (AS)
- MATTF00140: Food Attitudes: Food is a comfort to me (AC)
- MATTF00141: Food Attitudes: I often use recipes when preparing a meal (DC)
- MATTF00142: Food Attitudes: I often use recipes when preparing a meal (DS)
- MATTF00143: Food Attitudes: I often use recipes when preparing a meal (AS)
- MATTF00144: Food Attitudes: I often use recipes when preparing a meal (AC)
- MATTF00145: Food Attitudes: Im always on the lookout for quick and easy meal options (DC)
- MATTF00146: Food Attitudes: Im always on the lookout for quick and easy meal options (DS)
- MATTF00147: Food Attitudes: Im always on the lookout for quick and easy meal options (AS)
- MATTF00148: Food Attitudes: Im always on the lookout for quick and easy meal options (AC)
- MATTF00149: Food Attitudes: I like to see healthier options at fast food restaurants. (DC)
- MATTF00150: Food Attitudes: I like to see healthier options at fast food restaurants. (DS)
- MATTF00151: Food Attitudes: I like to see healthier options at fast food restaurants. (AS)
- MATTF00152: Food Attitudes: I like to see healthier options at fast food restaurants. (AC)
- MATTF00153: Food Attitudes: I use food to bring family together (DC)
- MATTF00154: Food Attitudes: I use food to bring family together (DS)

MATTF00155: Food Attitudes: I use food to bring family together (AS)
MATTF00156: Food Attitudes: I use food to bring family together (AC)
MATTF00157: Food Attitudes: I am loyal to my food brands and stick with them (DC)
MATTF00158: Food Attitudes: I am loyal to my food brands and stick with them (DS)
MATTF00159: Food Attitudes: I am loyal to my food brands and stick with them (AS)
MATTF00160: Food Attitudes: I am loyal to my food brands and stick with them (AC)
MATTF00161: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (DC)
MATTF00162: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (DS)
MATTF00163: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (AS)
MATTF00164: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (AC)
MATTF00165: Food Attitudes: I rely on mobile coupons for deals while food shopping (DC)
MATTF00166: Food Attitudes: I rely on mobile coupons for deals while food shopping (DS)
MATTF00167: Food Attitudes: I rely on mobile coupons for deals while food shopping (AS)
MATTF00168: Food Attitudes: I rely on mobile coupons for deals while food shopping (AC)
MATTF00169: Food Attitudes: I snack often (DC)
MATTF00170: Food Attitudes: I snack often (DS)
MATTF00171: Food Attitudes: I snack often (AS)
MATTF00172: Food Attitudes: I snack often (AC)
MATTF00173: Food Attitudes: I like to try new recipes when I entertain (DC)
MATTF00174: Food Attitudes: I like to try new recipes when I entertain (DS)
MATTF00175: Food Attitudes: I like to try new recipes when I entertain (AS)
MATTF00176: Food Attitudes: I like to try new recipes when I entertain (AC)

General Attitudes

MATTGEN001: General Attitudes: I try to eat dinner with my family almost every night (DC)
MATTGEN002: General Attitudes: I try to eat dinner with my family almost every night (DS)
MATTGEN003: General Attitudes: I try to eat dinner with my family almost every night (AS)
MATTGEN004: General Attitudes: I try to eat dinner with my family almost every night (AC)
MATTGEN005: General Attitudes: I am so busy I often cant finish everything I need to in a day (DC)
MATTGEN006: General Attitudes: I am so busy I often cant finish everything I need to in a day (DS)
MATTGEN007: General Attitudes: I am so busy I often cant finish everything I need to in a day (AS)
MATTGEN008: General Attitudes: I am so busy I often cant finish everything I need to in a day (AC)
MATTGEN009: General Attitudes: I strive to achieve a high social status (DC)
MATTGEN010: General Attitudes: I strive to achieve a high social status (DS)
MATTGEN011: General Attitudes: I strive to achieve a high social status (AS)
MATTGEN012: General Attitudes: I strive to achieve a high social status (AC)
MATTGEN013: General Attitudes: The government should pay more attention to environmental issues (DC)
MATTGEN014: General Attitudes: The government should pay more attention to environmental issues (DS)
MATTGEN015: General Attitudes: The government should pay more attention to environmental issues (AS)
MATTGEN016: General Attitudes: The government should pay more attention to environmental issues (AC)
MATTGEN017: General Attitudes: I like to shower my loved ones with gifts (DC)
MATTGEN018: General Attitudes: I like to shower my loved ones with gifts (DS)
MATTGEN019: General Attitudes: I like to shower my loved ones with gifts (AS)
MATTGEN020: General Attitudes: I like to shower my loved ones with gifts (AC)
MATTGEN021: General Attitudes: I like to give the impression that my life is under control (DC)
MATTGEN022: General Attitudes: I like to give the impression that my life is under control (DS)
MATTGEN023: General Attitudes: I like to give the impression that my life is under control (AS)
MATTGEN024: General Attitudes: I like to give the impression that my life is under control (AC)
MATTGEN025: General Attitudes: Given the choice I would be my own boss (DC)
MATTGEN026: General Attitudes: Given the choice I would be my own boss (DS)
MATTGEN027: General Attitudes: Given the choice I would be my own boss (AS)
MATTGEN028: General Attitudes: Given the choice I would be my own boss (AC)
MATTGEN029: General Attitudes: Prayer is a part of my daily life (DC)
MATTGEN030: General Attitudes: Prayer is a part of my daily life (DS)
MATTGEN031: General Attitudes: Prayer is a part of my daily life (AS)
MATTGEN032: General Attitudes: Prayer is a part of my daily life (AC)
MATTGEN033: General Attitudes: Marriage should only be legal between a man and a woman (DC)
MATTGEN034: General Attitudes: Marriage should only be legal between a man and a woman (DS)
MATTGEN035: General Attitudes: Marriage should only be legal between a man and a woman (AS)
MATTGEN036: General Attitudes: Marriage should only be legal between a man and a woman (AC)
MATTGEN037: General Attitudes: I am interested in finding out how I can help the environment (DC)
MATTGEN038: General Attitudes: I am interested in finding out how I can help the environment (DS)
MATTGEN039: General Attitudes: I am interested in finding out how I can help the environment (AS)
MATTGEN040: General Attitudes: I am interested in finding out how I can help the environment (AC)
MATTGEN041: General Attitudes: I dont mind giving up my personal time for work (DC)
MATTGEN042: General Attitudes: I dont mind giving up my personal time for work (DS)
MATTGEN043: General Attitudes: I dont mind giving up my personal time for work (AS)
MATTGEN044: General Attitudes: I dont mind giving up my personal time for work (AC)
MATTGEN045: General Attitudes: Risk-taking is exciting to me (DC)
MATTGEN046: General Attitudes: Risk-taking is exciting to me (DS)
MATTGEN047: General Attitudes: Risk-taking is exciting to me (AS)
MATTGEN048: General Attitudes: Risk-taking is exciting to me (AC)
MATTGEN049: General Attitudes: I am very interested in the fine arts (DC)
MATTGEN050: General Attitudes: I am very interested in the fine arts (DS)
MATTGEN051: General Attitudes: I am very interested in the fine arts (AS)
MATTGEN052: General Attitudes: I am very interested in the fine arts (AC)
MATTGEN053: General Attitudes: I purchase products to help organize my life (DC)
MATTGEN054: General Attitudes: I purchase products to help organize my life (DS)
MATTGEN055: General Attitudes: I purchase products to help organize my life (AS)
MATTGEN056: General Attitudes: I purchase products to help organize my life (AC)
MATTGEN057: General Attitudes: Religion should be the pillar of our society (DC)
MATTGEN058: General Attitudes: Religion should be the pillar of our society (DS)
MATTGEN059: General Attitudes: Religion should be the pillar of our society (AS)
MATTGEN060: General Attitudes: Religion should be the pillar of our society (AC)
MATTGEN061: General Attitudes: I often find myself in a leadership position (DC)
MATTGEN062: General Attitudes: I often find myself in a leadership position (DS)
MATTGEN063: General Attitudes: I often find myself in a leadership position (AS)
MATTGEN064: General Attitudes: I often find myself in a leadership position (AC)
MATTGEN065: General Attitudes: I like to live a lifestyle that impresses others (DC)
MATTGEN066: General Attitudes: I like to live a lifestyle that impresses others (DS)
MATTGEN067: General Attitudes: I like to live a lifestyle that impresses others (AS)
MATTGEN068: General Attitudes: I like to live a lifestyle that impresses others (AC)
MATTGEN069: General Attitudes: Spending time with my family is my top priority (DC)
MATTGEN070: General Attitudes: Spending time with my family is my top priority (DS)
MATTGEN071: General Attitudes: Spending time with my family is my top priority (AS)
MATTGEN072: General Attitudes: Spending time with my family is my top priority (AC)
MATTGEN073: General Attitudes: I work primarily for the salary (DC)
MATTGEN074: General Attitudes: I work primarily for the salary (DS)
MATTGEN075: General Attitudes: I work primarily for the salary (AS)
MATTGEN076: General Attitudes: I work primarily for the salary (AC)
MATTGEN077: General Attitudes: I prefer a set routine in my daily life (DC)
MATTGEN078: General Attitudes: I prefer a set routine in my daily life (DS)
MATTGEN079: General Attitudes: I prefer a set routine in my daily life (AS)
MATTGEN080: General Attitudes: I prefer a set routine in my daily life (AC)
MATTGEN081: General Attitudes: Global warming is a serious threat (DC)
MATTGEN082: General Attitudes: Global warming is a serious threat (DS)
MATTGEN083: General Attitudes: Global warming is a serious threat (AS)
MATTGEN084: General Attitudes: Global warming is a serious threat (AC)
MATTGEN085: General Attitudes: I enjoy showing off my home to guests (DC)
MATTGEN086: General Attitudes: I enjoy showing off my home to guests (DS)
MATTGEN087: General Attitudes: I enjoy showing off my home to guests (AS)
MATTGEN088: General Attitudes: I enjoy showing off my home to guests (AC)
MATTGEN089: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (DC)
MATTGEN090: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (DS)
MATTGEN091: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (AS)
MATTGEN092: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (AC)
MATTGEN093: General Attitudes: I like to learn about foreign cultures (DC)
MATTGEN094: General Attitudes: I like to learn about foreign cultures (DS)
MATTGEN095: General Attitudes: I like to learn about foreign cultures (AS)
MATTGEN096: General Attitudes: I like to learn about foreign cultures (AC)

MATTGEN097: General Attitudes: Keeping a neat organized home is a top priority for me (DC)
MATTGEN098: General Attitudes: Keeping a neat organized home is a top priority for me (DS)
MATTGEN099: General Attitudes: Keeping a neat organized home is a top priority for me (AS)
MATTGEN100: General Attitudes: Keeping a neat organized home is a top priority for me (AC)
MATTGEN101: General Attitudes: I feel I am more environmentally conscious than most people. (DC)
MATTGEN102: General Attitudes: I feel I am more environmentally conscious than most people. (DS)
MATTGEN103: General Attitudes: I feel I am more environmentally conscious than most people. (AS)
MATTGEN104: General Attitudes: I feel I am more environmentally conscious than most people. (AC)
MATTGEN105: General Attitudes: Even if things look messy I know where everything is (DC)
MATTGEN106: General Attitudes: Even if things look messy I know where everything is (DS)
MATTGEN107: General Attitudes: Even if things look messy I know where everything is (AS)
MATTGEN108: General Attitudes: Even if things look messy I know where everything is (AC)
MATTGEN109: General Attitudes: I consider myself sophisticated (DC)
MATTGEN110: General Attitudes: I consider myself sophisticated (DS)
MATTGEN111: General Attitudes: I consider myself sophisticated (AS)
MATTGEN112: General Attitudes: I consider myself sophisticated (AC)
MATTGEN113: General Attitudes: I must admit I work most weekends (DC)
MATTGEN114: General Attitudes: I must admit I work most weekends (DS)
MATTGEN115: General Attitudes: I must admit I work most weekends (AS)
MATTGEN116: General Attitudes: I must admit I work most weekends (AC)
MATTGEN117: General Attitudes: Children have a right to be spoiled (DC)
MATTGEN118: General Attitudes: Children have a right to be spoiled (DS)
MATTGEN119: General Attitudes: Children have a right to be spoiled (AS)
MATTGEN120: General Attitudes: Children have a right to be spoiled (AC)
MATTGEN121: General Attitudes: I attend religious services regularly (DC)
MATTGEN122: General Attitudes: I attend religious services regularly (DS)
MATTGEN123: General Attitudes: I attend religious services regularly (AS)
MATTGEN124: General Attitudes: I attend religious services regularly (AC)
MATTGEN125: General Attitudes: My philosophy is Life should be as much fun as possible. (DC)
MATTGEN126: General Attitudes: My philosophy is Life should be as much fun as possible. (DS)
MATTGEN127: General Attitudes: My philosophy is Life should be as much fun as possible. (AS)
MATTGEN128: General Attitudes: My philosophy is Life should be as much fun as possible. (AC)
MATTGEN129: General Attitudes: I am typically willing to pay more for high-quality items (DC)
MATTGEN130: General Attitudes: I am typically willing to pay more for high-quality items (DS)
MATTGEN131: General Attitudes: I am typically willing to pay more for high-quality items (AS)
MATTGEN132: General Attitudes: I am typically willing to pay more for high-quality items (AC)
MATTGEN133: General Attitudes: Id rather prepare a meal than eat in a restaurant (DC)
MATTGEN134: General Attitudes: Id rather prepare a meal than eat in a restaurant (DS)
MATTGEN135: General Attitudes: Id rather prepare a meal than eat in a restaurant (AS)
MATTGEN136: General Attitudes: Id rather prepare a meal than eat in a restaurant (AC)
MATTGEN137: General Attitudes: A companys environmental record is important to me in my purchasing decisions (DC)
MATTGEN138: General Attitudes: A companys environmental record is important to me in my purchasing decisions (DS)
MATTGEN139: General Attitudes: A companys environmental record is important to me in my purchasing decisions (AS)
MATTGEN140: General Attitudes: A companys environmental record is important to me in my purchasing decisions (AC)
MATTGEN141: General Attitudes: I consider myself a spiritual person (DC)
MATTGEN142: General Attitudes: I consider myself a spiritual person (DS)
MATTGEN143: General Attitudes: I consider myself a spiritual person (AS)
MATTGEN144: General Attitudes: I consider myself a spiritual person (AC)
MATTGEN145: General Attitudes: My friends are the most important thing in my life (DC)
MATTGEN146: General Attitudes: My friends are the most important thing in my life (DS)
MATTGEN147: General Attitudes: My friends are the most important thing in my life (AS)
MATTGEN148: General Attitudes: My friends are the most important thing in my life (AC)
MATTGEN149: General Attitudes: I often feel like my life is slipping out of control (DC)
MATTGEN150: General Attitudes: I often feel like my life is slipping out of control (DS)
MATTGEN151: General Attitudes: I often feel like my life is slipping out of control (AS)

MATTGEN152: General Attitudes: I often feel like my life is slipping out of control (AC)
MATTGEN153: General Attitudes: I enjoy being the center of attention (DC)
MATTGEN154: General Attitudes: I enjoy being the center of attention (DS)
MATTGEN155: General Attitudes: I enjoy being the center of attention (AS)
MATTGEN156: General Attitudes: I enjoy being the center of attention (AC)
MATTGEN157: General Attitudes: My goal is to make it to the top of my profession (DC)
MATTGEN158: General Attitudes: My goal is to make it to the top of my profession (DS)
MATTGEN159: General Attitudes: My goal is to make it to the top of my profession (AS)
MATTGEN160: General Attitudes: My goal is to make it to the top of my profession (AC)
MATTGEN161: General Attitudes: I seek out variety in my everyday life (DC)
MATTGEN162: General Attitudes: I seek out variety in my everyday life (DS)
MATTGEN163: General Attitudes: I seek out variety in my everyday life (AS)
MATTGEN164: General Attitudes: I seek out variety in my everyday life (AC)
MATTGEN165: General Attitudes: Its important to me that my children continue my familys cultural traditions (DC)
MATTGEN166: General Attitudes: Its important to me that my children continue my familys cultural traditions (DS)
MATTGEN167: General Attitudes: Its important to me that my children continue my familys cultural traditions (AS)
MATTGEN168: General Attitudes: Its important to me that my children continue my familys cultural traditions (AC)
MATTGEN169: General Attitudes: Family is important to me but I have other interests that are equally important. (DC)
MATTGEN170: General Attitudes: Family is important to me but I have other interests that are equally important. (DS)
MATTGEN171: General Attitudes: Family is important to me but I have other interests that are equally important. (AS)
MATTGEN172: General Attitudes: Family is important to me but I have other interests that are equally important. (AC)
MATTGEN173: General Attitudes: I consider myself to be very sociable. (DC)
MATTGEN174: General Attitudes: I consider myself to be very sociable. (DS)
MATTGEN175: General Attitudes: I consider myself to be very sociable. (AS)
MATTGEN176: General Attitudes: I consider myself to be very sociable. (AC)
MATTGEN177: General Attitudes: People who are worried about the environment are overreacting. (DC)
MATTGEN178: General Attitudes: People who are worried about the environment are overreacting. (DS)
MATTGEN179: General Attitudes: People who are worried about the environment are overreacting. (AS)
MATTGEN180: General Attitudes: People who are worried about the environment are overreacting. (AC)
MATTGEN181: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DC)
MATTGEN182: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DS)
MATTGEN183: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AS)
MATTGEN184: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AC)
MATTGEN185: General Attitudes: I frequently wish I had more time to spend with my family. (DC)
MATTGEN186: General Attitudes: I frequently wish I had more time to spend with my family. (DS)
MATTGEN187: General Attitudes: I frequently wish I had more time to spend with my family. (AS)
MATTGEN188: General Attitudes: I frequently wish I had more time to spend with my family. (AC)
MATTGEN189: General Attitudes: I would continue working even if I won the lottery. (DC)
MATTGEN190: General Attitudes: I would continue working even if I won the lottery. (DS)
MATTGEN191: General Attitudes: I would continue working even if I won the lottery. (AS)
MATTGEN192: General Attitudes: I would continue working even if I won the lottery. (AC)
MATTGEN193: General Attitudes: I make sure I take time for myself each day. (DC)
MATTGEN194: General Attitudes: I make sure I take time for myself each day. (DS)
MATTGEN195: General Attitudes: I make sure I take time for myself each day. (AS)
MATTGEN196: General Attitudes: I make sure I take time for myself each day. (AC)
MATTGEN197: General Attitudes: Juggling family and work demands is very stressful for me (DC)
MATTGEN198: General Attitudes: Juggling family and work demands is very stressful for me (DS)
MATTGEN199: General Attitudes: Juggling family and work demands is very stressful for me (AS)
MATTGEN200: General Attitudes: Juggling family and work demands is very stressful for me (AC)
MATTGEN201: General Attitudes: I see myself as somewhat of a loner. (DC)
MATTGEN202: General Attitudes: I see myself as somewhat of a loner. (DS)
MATTGEN203: General Attitudes: I see myself as somewhat of a loner. (AS)
MATTGEN204: General Attitudes: I see myself as somewhat of a loner. (AC)
MATTGEN205: General Attitudes: My home is an expression of my personal style. (DC)
MATTGEN206: General Attitudes: My home is an expression of my personal style. (DS)

MATTGEN207: General Attitudes: My home is an expression of my personal style. (AS)
MATTGEN208: General Attitudes: My home is an expression of my personal style. (AC)
MATTGEN209: General Attitudes: I consider myself outspoken (DC)
MATTGEN210: General Attitudes: I consider myself outspoken (DS)
MATTGEN211: General Attitudes: I consider myself outspoken (AS)
MATTGEN212: General Attitudes: I consider myself outspoken (AC)
MATTGEN213: General Attitudes: I enjoy maintaining traditions (DC)
MATTGEN214: General Attitudes: I enjoy maintaining traditions (DS)
MATTGEN215: General Attitudes: I enjoy maintaining traditions (AS)
MATTGEN216: General Attitudes: I enjoy maintaining traditions (AC)
MATTGEN217: General Attitudes: Im more connected to my ethnic heritage than my parents are (DC)
MATTGEN218: General Attitudes: Im more connected to my ethnic heritage than my parents are (DS)
MATTGEN219: General Attitudes: Im more connected to my ethnic heritage than my parents are (AS)
MATTGEN220: General Attitudes: Im more connected to my ethnic heritage than my parents are (AC)
MATTGEN221: General Attitudes: I love keeping up with celebrity news and gossip (DC)
MATTGEN222: General Attitudes: I love keeping up with celebrity news and gossip (DS)
MATTGEN223: General Attitudes: I love keeping up with celebrity news and gossip (AS)
MATTGEN224: General Attitudes: I love keeping up with celebrity news and gossip (AC)
MATTGEN225: General Attitudes: To me it is important to keep up-to-date with news and current affairs (DC)
MATTGEN226: General Attitudes: To me it is important to keep up-to-date with news and current affairs (DS)
MATTGEN227: General Attitudes: To me it is important to keep up-to-date with news and current affairs (AS)
MATTGEN228: General Attitudes: To me it is important to keep up-to-date with news and current affairs (AC)
MATTGEN229: General Attitudes: Pets deserve to be pampered (DC)
MATTGEN230: General Attitudes: Pets deserve to be pampered (DS)
MATTGEN231: General Attitudes: Pets deserve to be pampered (AS)
MATTGEN232: General Attitudes: Pets deserve to be pampered (AC)
MATTGEN233: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (DC)
MATTGEN234: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (DS)
MATTGEN235: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (AS)
MATTGEN236: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (AC)
MATTGEN237: General Attitudes: I avoid confrontation whenever possible. (DC)
MATTGEN238: General Attitudes: I avoid confrontation whenever possible. (DS)
MATTGEN239: General Attitudes: I avoid confrontation whenever possible. (AS)
MATTGEN240: General Attitudes: I avoid confrontation whenever possible. (AC)
MATTGEN241: General Attitudes: I consider my work to be a career not just a job. (DC)
MATTGEN242: General Attitudes: I consider my work to be a career not just a job. (DS)
MATTGEN243: General Attitudes: I consider my work to be a career not just a job. (AS)
MATTGEN244: General Attitudes: I consider my work to be a career not just a job. (AC)
MATTGEN245: General Attitudes: I am willing to take charge to get things done (DC)
MATTGEN246: General Attitudes: I am willing to take charge to get things done (DS)
MATTGEN247: General Attitudes: I am willing to take charge to get things done (AS)
MATTGEN248: General Attitudes: I am willing to take charge to get things done (AC)
MATTGEN249: General Attitudes: I can tell my home is clean by the way it smells (DC)
MATTGEN250: General Attitudes: I can tell my home is clean by the way it smells (DS)
MATTGEN251: General Attitudes: I can tell my home is clean by the way it smells (AS)
MATTGEN252: General Attitudes: I can tell my home is clean by the way it smells (AC)
MATTGEN253: General Attitudes: I like to buy gifts as a way of expressing gratitude (DC)
MATTGEN254: General Attitudes: I like to buy gifts as a way of expressing gratitude (DS)
MATTGEN255: General Attitudes: I like to buy gifts as a way of expressing gratitude (AS)
MATTGEN256: General Attitudes: I like to buy gifts as a way of expressing gratitude (AC)

MATTGFK005: Gfk Roper Values Activities: With your spouse or significant other # Hours: Heavy
MATTGFK006: Gfk Roper Values Activities: With your spouse or significant other # Hours: Medium
MATTGFK007: Gfk Roper Values Activities: With your spouse or significant other # Hours: Light
MATTGFK008: Gfk Roper Values Activities: With your spouse or significant other No activity indicated
MATTGFK009: Gfk Roper Values Activities: Watching television or movies at home # Hours: Heavy
MATTGFK010: Gfk Roper Values Activities: Watching television or movies at home # Hours: Medium
MATTGFK011: Gfk Roper Values Activities: Watching television or movies at home # Hours: Light
MATTGFK012: Gfk Roper Values Activities: Watching television or movies at home No activity indicated
MATTGFK013: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Heavy
MATTGFK014: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Medium
MATTGFK015: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Light
MATTGFK016: Gfk Roper Values Activities: At your personal computer including the Internet No activity indicated
MATTGFK017: Gfk Roper Values Activities: Reading # Hours: Heavy
MATTGFK018: Gfk Roper Values Activities: Reading # Hours: Medium
MATTGFK019: Gfk Roper Values Activities: Reading # Hours: Light
MATTGFK020: Gfk Roper Values Activities: Reading No activity indicated
MATTGFK021: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Heavy
MATTGFK022: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Medium
MATTGFK023: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Light
MATTGFK024: Gfk Roper Values Activities: Doing fun and exciting things No activity indicated
MATTGFK025: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Heavy
MATTGFK026: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Medium
MATTGFK027: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Light
MATTGFK028: Gfk Roper Values Activities: Learning new things or expanding your knowledge No activity indicated
MATTGFK029: Gfk Roper Values Activities: Gardening or yard work # Hours: Heavy
MATTGFK030: Gfk Roper Values Activities: Gardening or yard work # Hours: Medium
MATTGFK031: Gfk Roper Values Activities: Gardening or yard work # Hours: Light
MATTGFK032: Gfk Roper Values Activities: Gardening or yard work No activity indicated
MATTGFK033: Gfk Roper Values Activities: Housework # Hours: Heavy
MATTGFK034: Gfk Roper Values Activities: Housework # Hours: Medium
MATTGFK035: Gfk Roper Values Activities: Housework # Hours: Light
MATTGFK036: Gfk Roper Values Activities: Housework No activity indicated
MATTGFK037: Gfk Roper Values Activities: Cooking # Hours: Heavy
MATTGFK038: Gfk Roper Values Activities: Cooking # Hours: Medium
MATTGFK039: Gfk Roper Values Activities: Cooking # Hours: Light
MATTGFK040: Gfk Roper Values Activities: Cooking No activity indicated
MATTGFK041: Gfk Roper Values Activities: Working on your automobile # Hours: Heavy
MATTGFK042: Gfk Roper Values Activities: Working on your automobile # Hours: Medium
MATTGFK043: Gfk Roper Values Activities: Working on your automobile # Hours: Light
MATTGFK044: Gfk Roper Values Activities: Working on your automobile No activity indicated
MATTGFK045: Gfk Roper Values Activities: Alone # Hours: Heavy
MATTGFK046: Gfk Roper Values Activities: Alone # Hours: Medium
MATTGFK047: Gfk Roper Values Activities: Alone # Hours: Light
MATTGFK048: Gfk Roper Values Activities: Alone No activity indicated
MATTGFK049: Gfk Roper Values Activities: Commuting to and from work # Hours: Heavy
MATTGFK050: Gfk Roper Values Activities: Commuting to and from work # Hours: Medium
MATTGFK051: Gfk Roper Values Activities: Commuting to and from work # Hours: Light
MATTGFK052: Gfk Roper Values Activities: Commuting to and from work No activity indicated
MATTGFK053: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Heavy
MATTGFK054: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Medium
MATTGFK055: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Light
MATTGFK056: Gfk Roper Values Activities: At schools or any organizations other than church No activity indicated

GfK Roper Values

GfK Roper Values Activities

MATTGFK001: Gfk Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Heavy
MATTGFK002: Gfk Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Medium
MATTGFK003: Gfk Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Light
MATTGFK004: Gfk Roper Values Activities: With kids or grandkids at home or outside the home No activity indicated

MATTGFK057: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Heavy
MATTGFK058: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Medium
MATTGFK059: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Light
MATTGFK060: Gfk Roper Values Activities: Socializing/doing things with friends around town No activity indicated
MATTGFK061: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Heavy
MATTGFK062: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Medium
MATTGFK063: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Light
MATTGFK064: Gfk Roper Values Activities: Working at a paid job outside of home No activity indicated
MATTGFK065: Gfk Roper Values Activities: Working at a paid job at home # Hours: Heavy
MATTGFK066: Gfk Roper Values Activities: Working at a paid job at home # Hours: Medium
MATTGFK067: Gfk Roper Values Activities: Working at a paid job at home # Hours: Light
MATTGFK068: Gfk Roper Values Activities: Working at a paid job at home No activity indicated
MATTGFK069: Gfk Roper Values Activities: Exercising # Hours: Heavy
MATTGFK070: Gfk Roper Values Activities: Exercising # Hours: Medium
MATTGFK071: Gfk Roper Values Activities: Exercising # Hours: Light
MATTGFK072: Gfk Roper Values Activities: Exercising No activity indicated
MATTGFK073: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Heavy
MATTGFK074: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Medium
MATTGFK075: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Light
MATTGFK076: Gfk Roper Values Activities: Number of hours sleep each night No activity indicated

Gfk Roper Values Source Questions

MATTGFK079: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Avg Imp)
MATTGFK078: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Not Imp)
MATTGFK077: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Very Imp)
MATTGFK082: GFK Roper Vals Q: Status: Achieving a higher social status (Avg Imp)
MATTGFK081: GFK Roper Vals Q: Status: Achieving a higher social status (Not Imp)
MATTGFK080: GFK Roper Vals Q: Status: Achieving a higher social status (Very Imp)
MATTGFK085: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Avg Imp)
MATTGFK084: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Not Imp)
MATTGFK083: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Very Imp)
MATTGFK088: GFK Roper Vals Q: Honesty: Being sincere having integrity (Avg Imp)
MATTGFK087: GFK Roper Vals Q: Honesty: Being sincere having integrity (Not Imp)
MATTGFK086: GFK Roper Vals Q: Honesty: Being sincere having integrity (Very Imp)
MATTGFK091: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Avg Imp)
MATTGFK090: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Not Imp)
MATTGFK089: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Very Imp)
MATTGFK094: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Avg Imp)
MATTGFK093: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Not Imp)
MATTGFK092: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Very Imp)
MATTGFK097: GFK Roper Vals Q: Creativity: Being creative imaginative (Avg Imp)
MATTGFK096: GFK Roper Vals Q: Creativity: Being creative imaginative (Not Imp)
MATTGFK095: GFK Roper Vals Q: Creativity: Being creative imaginative (Very Imp)
MATTGFK100: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Avg Imp)
MATTGFK099: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Not Imp)
MATTGFK098: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Very Imp)
MATTGFK103: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Avg Imp)
MATTGFK102: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Not Imp)
MATTGFK101: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Very Imp)

MATTGFK106: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Avg Imp)
MATTGFK105: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Not Imp)
MATTGFK104: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Very Imp)
MATTGFK109: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Avg Imp)
MATTGFK108: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Not Imp)
MATTGFK107: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Very Imp)
MATTGFK112: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Avg Imp)
MATTGFK111: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Not Imp)
MATTGFK110: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Very Imp)
MATTGFK115: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Avg Imp)
MATTGFK114: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Not Imp)
MATTGFK113: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Very Imp)
MATTGFK118: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Avg Imp)
MATTGFK117: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Not Imp)
MATTGFK116: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Very Imp)
MATTGFK121: GFK Roper Vals Q: Romance: Having romance in my life (Avg Imp)
MATTGFK120: GFK Roper Vals Q: Romance: Having romance in my life (Not Imp)
MATTGFK119: GFK Roper Vals Q: Romance: Having romance in my life (Very Imp)
MATTGFK124: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Avg Imp)
MATTGFK123: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Not Imp)
MATTGFK122: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Very Imp)
MATTGFK127: GFK Roper Vals Q: Having fun: Having a good time (Avg Imp)
MATTGFK126: GFK Roper Vals Q: Having fun: Having a good time (Not Imp)
MATTGFK125: GFK Roper Vals Q: Having fun: Having a good time (Very Imp)
MATTGFK130: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Avg Imp)
MATTGFK129: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Not Imp)
MATTGFK128: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Very Imp)
MATTGFK133: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Avg Imp)
MATTGFK132: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Not Imp)
MATTGFK131: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Very Imp)
MATTGFK136: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Avg Imp)
MATTGFK135: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Not Imp)
MATTGFK134: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Very Imp)
MATTGFK139: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Avg Imp)
MATTGFK138: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Not Imp)
MATTGFK137: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Very Imp)
MATTGFK142: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Avg Imp)
MATTGFK141: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Not Imp)
MATTGFK140: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Very Imp)
MATTGFK145: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Avg Imp)
MATTGFK144: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Not Imp)
MATTGFK143: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Very Imp)
MATTGFK148: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Avg Imp)
MATTGFK147: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Not Imp)
MATTGFK146: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Very Imp)
MATTGFK151: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Avg Imp)
MATTGFK150: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Not Imp)
MATTGFK149: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Very Imp)

MATTGFK154: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Avg Imp)
MATTGFK153: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Not Imp)
MATTGFK152: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Very Imp)
MATTGFK157: GFK Roper Vals Q: Friendship: Having close supportive friends (Avg Imp)
MATTGFK156: GFK Roper Vals Q: Friendship: Having close supportive friends (Not Imp)
MATTGFK155: GFK Roper Vals Q: Friendship: Having close supportive friends (Very Imp)
MATTGFK160: GFK Roper Vals Q: Power: Having control over people and resources (Avg Imp)
MATTGFK159: GFK Roper Vals Q: Power: Having control over people and resources (Not Imp)
MATTGFK158: GFK Roper Vals Q: Power: Having control over people and resources (Very Imp)
MATTGFK163: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Avg Imp)
MATTGFK162: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Not Imp)
MATTGFK161: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Very Imp)
MATTGFK166: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Avg Imp)
MATTGFK165: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Not Imp)
MATTGFK164: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Very Imp)
MATTGFK169: GFK Roper Vals Q: Authenticity: Being true to myself (Avg Imp)
MATTGFK168: GFK Roper Vals Q: Authenticity: Being true to myself (Not Imp)
MATTGFK167: GFK Roper Vals Q: Authenticity: Being true to myself (Very Imp)
MATTGFK172: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Avg Imp)
MATTGFK171: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Not Imp)
MATTGFK170: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Very Imp)
MATTGFK175: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Avg Imp)
MATTGFK174: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Not Imp)
MATTGFK173: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Very Imp)
MATTGFK178: GFK Roper Vals Q: Being youthful: Feeling young (Avg Imp)
MATTGFK177: GFK Roper Vals Q: Being youthful: Feeling young (Not Imp)
MATTGFK176: GFK Roper Vals Q: Being youthful: Feeling young (Very Imp)
MATTGFK181: GFK Roper Vals Q: Excitement: Having stimulating experiences (Avg Imp)
MATTGFK180: GFK Roper Vals Q: Excitement: Having stimulating experiences (Not Imp)
MATTGFK179: GFK Roper Vals Q: Excitement: Having stimulating experiences (Very Imp)
MATTGFK184: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Avg Imp)
MATTGFK183: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Not Imp)
MATTGFK182: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Very Imp)
MATTGFK187: GFK Roper Vals Q: Knowledge: Being well educated (Avg Imp)
MATTGFK186: GFK Roper Vals Q: Knowledge: Being well educated (Not Imp)
MATTGFK185: GFK Roper Vals Q: Knowledge: Being well educated (Very Imp)
MATTGFK190: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Avg Imp)
MATTGFK189: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Not Imp)
MATTGFK188: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Very Imp)
MATTGFK193: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Avg Imp)
MATTGFK192: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Not Imp)
MATTGFK191: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Very Imp)
MATTGFK196: GFK Roper Vals Q: Working hard: Always giving my best effort (Avg Imp)
MATTGFK195: GFK Roper Vals Q: Working hard: Always giving my best effort (Not Imp)
MATTGFK194: GFK Roper Vals Q: Working hard: Always giving my best effort (Very Imp)
MATTGFK199: GFK Roper Vals Q: Modesty: Being modest self-effacing (Avg Imp)
MATTGFK198: GFK Roper Vals Q: Modesty: Being modest self-effacing (Not Imp)
MATTGFK197: GFK Roper Vals Q: Modesty: Being modest self-effacing (Very Imp)
MATTGFK202: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Avg Imp)
MATTGFK201: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Not Imp)
MATTGFK200: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Very Imp)

Health

MATHTL004: Health Attitudes: I go to the doctor regularly for check-ups. (DC)
MATHTL003: Health Attitudes: I go to the doctor regularly for check-ups. (DS)
MATHTL002: Health Attitudes: I go to the doctor regularly for check-ups. (AS)
MATHTL001: Health Attitudes: I go to the doctor regularly for check-ups. (AC)
MATHTL008: Health Attitudes: I prefer alternative medicine to traditional medical practices. (DC)
MATHTL007: Health Attitudes: I prefer alternative medicine to traditional medical practices. (DS)
MATHTL006: Health Attitudes: I prefer alternative medicine to traditional medical practices. (AS)
MATHTL005: Health Attitudes: I prefer alternative medicine to traditional medical practices. (AC)
MATHTL012: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (DC)
MATHTL011: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (DS)
MATHTL010: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (AS)
MATHTL009: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (AC)
MATHTL016: Health Attitudes: In general I feel I eat right. (DC)
MATHTL015: Health Attitudes: In general I feel I eat right. (DS)
MATHTL014: Health Attitudes: In general I feel I eat right. (AS)
MATHTL013: Health Attitudes: In general I feel I eat right. (AC)
MATHTL020: Health Attitudes: In general I think herbal supplements are effective (DC)
MATHTL019: Health Attitudes: In general I think herbal supplements are effective (DS)
MATHTL018: Health Attitudes: In general I think herbal supplements are effective (AS)
MATHTL017: Health Attitudes: In general I think herbal supplements are effective (AC)
MATHTL024: Health Attitudes: I take my prescription medicines exactly as prescribed (DC)
MATHTL023: Health Attitudes: I take my prescription medicines exactly as prescribed (DS)
MATHTL022: Health Attitudes: I take my prescription medicines exactly as prescribed (AS)
MATHTL021: Health Attitudes: I take my prescription medicines exactly as prescribed (AC)
MATHTL028: Health Attitudes: Im often first to try the most advanced medicines. (DC)
MATHTL027: Health Attitudes: Im often first to try the most advanced medicines. (DS)
MATHTL026: Health Attitudes: Im often first to try the most advanced medicines. (AS)
MATHTL025: Health Attitudes: Im often first to try the most advanced medicines. (AC)
MATHTL032: Health Attitudes: I prefer popular brand-name drugs even if they cost more (DC)
MATHTL031: Health Attitudes: I prefer popular brand-name drugs even if they cost more (DS)
MATHTL030: Health Attitudes: I prefer popular brand-name drugs even if they cost more (AS)
MATHTL029: Health Attitudes: I prefer popular brand-name drugs even if they cost more (AC)
MATHTL036: Health Attitudes: I rely on my physician to recommend drug brands. (DC)
MATHTL035: Health Attitudes: I rely on my physician to recommend drug brands. (DS)
MATHTL034: Health Attitudes: I rely on my physician to recommend drug brands. (AS)
MATHTL033: Health Attitudes: I rely on my physician to recommend drug brands. (AC)
MATHTL040: Health Attitudes: In general newer drug brands work better than older brands. (DC)
MATHTL039: Health Attitudes: In general newer drug brands work better than older brands. (DS)
MATHTL038: Health Attitudes: In general newer drug brands work better than older brands. (AS)
MATHTL037: Health Attitudes: In general newer drug brands work better than older brands. (AC)
MATHTL044: Health Attitudes: If a drug brand works I stick with it (DC)
MATHTL043: Health Attitudes: If a drug brand works I stick with it (DS)
MATHTL042: Health Attitudes: If a drug brand works I stick with it (AS)
MATHTL041: Health Attitudes: If a drug brand works I stick with it (AC)
MATHTL048: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (DC)
MATHTL047: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (DS)
MATHTL046: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (AS)
MATHTL045: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (AC)
MATHTL052: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (DC)
MATHTL051: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (DS)

MATTHLT050: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (AS)
MATTHLT049: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (AC)
MATTHLT056: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (DC)
MATTHLT055: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (DS)
MATTHLT054: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (AS)
MATTHLT053: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (AC)
MATTHLT060: Health Attitudes: Over the counter medications are safer than prescription drugs (DC)
MATTHLT059: Health Attitudes: Over the counter medications are safer than prescription drugs (DS)
MATTHLT058: Health Attitudes: Over the counter medications are safer than prescription drugs (AS)
MATTHLT057: Health Attitudes: Over the counter medications are safer than prescription drugs (AC)
MATTHLT064: Health Attitudes: I only go to the doctor when Im very ill (DC)
MATTHLT063: Health Attitudes: I only go to the doctor when Im very ill (DS)
MATTHLT062: Health Attitudes: I only go to the doctor when Im very ill (AS)
MATTHLT061: Health Attitudes: I only go to the doctor when Im very ill (AC)
MATTHLT068: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (DC)
MATTHLT067: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (DS)
MATTHLT066: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (AS)
MATTHLT065: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (AC)
MATTHLT072: Health Attitudes: I take medicine as soon as I dont feel well (DC)
MATTHLT071: Health Attitudes: I take medicine as soon as I dont feel well (DS)
MATTHLT070: Health Attitudes: I take medicine as soon as I dont feel well (AS)
MATTHLT069: Health Attitudes: I take medicine as soon as I dont feel well (AC)
MATTHLT076: Health Attitudes: Medication has improved the quality of my life (DC)
MATTHLT075: Health Attitudes: Medication has improved the quality of my life (DS)
MATTHLT074: Health Attitudes: Medication has improved the quality of my life (AS)
MATTHLT073: Health Attitudes: Medication has improved the quality of my life (AC)
MATTHLT080: Health Attitudes: I follow a regular exercise routine (DC)
MATTHLT079: Health Attitudes: I follow a regular exercise routine (DS)
MATTHLT078: Health Attitudes: I follow a regular exercise routine (AS)
MATTHLT077: Health Attitudes: I follow a regular exercise routine (AC)
MATTHLT084: Health Attitudes: My medical conditions limit my lifestyle somewhat (DC)
MATTHLT083: Health Attitudes: My medical conditions limit my lifestyle somewhat (DS)
MATTHLT082: Health Attitudes: My medical conditions limit my lifestyle somewhat (AS)
MATTHLT081: Health Attitudes: My medical conditions limit my lifestyle somewhat (AC)
MATTHLT088: Health Attitudes: I am always looking for new ways to live a healthier life (DC)
MATTHLT087: Health Attitudes: I am always looking for new ways to live a healthier life (DS)
MATTHLT086: Health Attitudes: I am always looking for new ways to live a healthier life (AS)
MATTHLT085: Health Attitudes: I am always looking for new ways to live a healthier life (AC)
MATTHLT092: Health Attitudes: I am happy with my weight. (DC)
MATTHLT091: Health Attitudes: I am happy with my weight. (DS)
MATTHLT090: Health Attitudes: I am happy with my weight. (AS)
MATTHLT089: Health Attitudes: I am happy with my weight. (AC)
MATTHLT096: Health Attitudes: I consult my pharmacist for health advice (DC)
MATTHLT095: Health Attitudes: I consult my pharmacist for health advice (DS)
MATTHLT094: Health Attitudes: I consult my pharmacist for health advice (AS)
MATTHLT093: Health Attitudes: I consult my pharmacist for health advice (AC)
MATTHLT100: Health Attitudes: Vitamin supplements improve ones health (DC)
MATTHLT099: Health Attitudes: Vitamin supplements improve ones health (DS)
MATTHLT098: Health Attitudes: Vitamin supplements improve ones health (AS)
MATTHLT097: Health Attitudes: Vitamin supplements improve ones health (AC)
MATTHLT101: Health Attitudes: The benefits of vaccines outweigh any possible risks (DC)
MATTHLT102: Health Attitudes: The benefits of vaccines outweigh any possible risks (DS)
MATTHLT103: Health Attitudes: The benefits of vaccines outweigh any possible risks (AS)
MATTHLT104: Health Attitudes: The benefits of vaccines outweigh any possible risks (AC)

Interest in Advertising

MATTIAD005: Interest In Ads: Advertising on TV provides me with useful info about bargains. (DC)

MATTIAD004: Interest In Ads: Advertising on TV provides me with useful info about bargains. (DS)
MATTIAD003: Interest In Ads: Advertising on TV provides me with useful info about bargains. (N)
MATTIAD002: Interest In Ads: Advertising on TV provides me with useful info about bargains. (AS)
MATTIAD001: Interest In Ads: Advertising on TV provides me with useful info about bargains. (AC)
MATTIAD010: Interest In Ads: Advertising on TV provides me with meaningful info about the product use of other consumers. (DC)
MATTIAD009: Interest In Ads: Advertising on TV provides me with meaningful info about the product use of other consumers. (DS)
MATTIAD008: Interest In Ads: Advertising on TV provides me with meaningful info about the product use of other consumers. (N)
MATTIAD007: Interest In Ads: Advertising on TV provides me with meaningful info about the product use of other consumers. (AS)
MATTIAD006: Interest In Ads: Advertising on TV provides me with meaningful info about the product use of other consumers. (AC)
MATTIAD015: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (DC)
MATTIAD014: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (DS)
MATTIAD013: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (N)
MATTIAD012: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (AS)
MATTIAD011: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (AC)
MATTIAD020: Interest In Ads: For me advertising on TV is amusing. (DC)
MATTIAD019: Interest In Ads: For me advertising on TV is amusing. (DS)
MATTIAD018: Interest In Ads: For me advertising on TV is amusing. (N)
MATTIAD017: Interest In Ads: For me advertising on TV is amusing. (AS)
MATTIAD016: Interest In Ads: For me advertising on TV is amusing. (AC)
MATTIAD025: Interest In Ads: For me advertising on TV appears at inconvenient moments. (DC)
MATTIAD024: Interest In Ads: For me advertising on TV appears at inconvenient moments. (DS)
MATTIAD023: Interest In Ads: For me advertising on TV appears at inconvenient moments. (N)
MATTIAD022: Interest In Ads: For me advertising on TV appears at inconvenient moments. (AS)
MATTIAD021: Interest In Ads: For me advertising on TV appears at inconvenient moments. (AC)
MATTIAD030: Interest In Ads: For me advertising on TV has no credibility. (DC)
MATTIAD029: Interest In Ads: For me advertising on TV has no credibility. (DS)
MATTIAD028: Interest In Ads: For me advertising on TV has no credibility. (N)
MATTIAD027: Interest In Ads: For me advertising on TV has no credibility. (AS)
MATTIAD026: Interest In Ads: For me advertising on TV has no credibility. (AC)
MATTIAD035: Interest In Ads: For me advertising on TV is repeated too often. (DC)
MATTIAD034: Interest In Ads: For me advertising on TV is repeated too often. (DS)
MATTIAD033: Interest In Ads: For me advertising on TV is repeated too often. (N)
MATTIAD032: Interest In Ads: For me advertising on TV is repeated too often. (AS)
MATTIAD031: Interest In Ads: For me advertising on TV is repeated too often. (AC)
MATTIAD040: Interest In Ads: For me all ads on TV are alike. (DC)
MATTIAD039: Interest In Ads: For me all ads on TV are alike. (DS)
MATTIAD038: Interest In Ads: For me all ads on TV are alike. (N)
MATTIAD037: Interest In Ads: For me all ads on TV are alike. (AS)
MATTIAD036: Interest In Ads: For me all ads on TV are alike. (AC)
MATTIAD045: Interest In Ads: Advertising on radio provides me with useful info about bargains. (DC)
MATTIAD044: Interest In Ads: Advertising on radio provides me with useful info about bargains. (DS)
MATTIAD043: Interest In Ads: Advertising on radio provides me with useful info about bargains. (N)
MATTIAD042: Interest In Ads: Advertising on radio provides me with useful info about bargains. (AS)
MATTIAD041: Interest In Ads: Advertising on radio provides me with useful info about bargains. (AC)
MATTIAD050: Interest In Ads: Advertising on radio provides me with meaningful info about the product use of other consumers. (DC)
MATTIAD049: Interest In Ads: Advertising on radio provides me with meaningful info about the product use of other consumers. (DS)
MATTIAD048: Interest In Ads: Advertising on radio provides me with meaningful info about the product use of other consumers. (N)
MATTIAD047: Interest In Ads: Advertising on radio provides me with meaningful info about the product use of other consumers. (AS)
MATTIAD046: Interest In Ads: Advertising on radio provides me with meaningful info about the product use of other consumers. (AC)

MATTIAD151: Interest In Ads: For me advertising in magazines is repeated too often. (AC)
MATTIAD160: Interest In Ads: For me all ads in magazines are alike. (DC)
MATTIAD159: Interest In Ads: For me all ads in magazines are alike. (DS)
MATTIAD158: Interest In Ads: For me all ads in magazines are alike. (N)
MATTIAD157: Interest In Ads: For me all ads in magazines are alike. (AS)
MATTIAD156: Interest In Ads: For me all ads in magazines are alike. (AC)
MATTIAD165: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (DC)
MATTIAD164: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (DS)
MATTIAD163: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (N)
MATTIAD162: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (AS)
MATTIAD161: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (AC)
MATTIAD170: Interest In Ads: Advertising on the Internet provides me with meaningful info about the product use of other consumers. (DC)
MATTIAD169: Interest In Ads: Advertising on the Internet provides me with meaningful info about the product use of other consumers. (DS)
MATTIAD168: Interest In Ads: Advertising on the Internet provides me with meaningful info about the product use of other consumers. (N)
MATTIAD167: Interest In Ads: Advertising on the Internet provides me with meaningful info about the product use of other consumers. (AS)
MATTIAD166: Interest In Ads: Advertising on the Internet provides me with meaningful info about the product use of other consumers. (AC)
MATTIAD175: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (DC)
MATTIAD174: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (DS)
MATTIAD173: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (N)
MATTIAD172: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (AS)
MATTIAD171: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (AC)
MATTIAD180: Interest In Ads: For me advertising on the Internet is amusing. (DC)
MATTIAD179: Interest In Ads: For me advertising on the Internet is amusing. (DS)
MATTIAD178: Interest In Ads: For me advertising on the Internet is amusing. (N)
MATTIAD177: Interest In Ads: For me advertising on the Internet is amusing. (AS)
MATTIAD176: Interest In Ads: For me advertising on the Internet is amusing. (AC)
MATTIAD185: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (DC)
MATTIAD184: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (DS)
MATTIAD183: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (N)
MATTIAD182: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (AS)
MATTIAD181: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (AC)
MATTIAD190: Interest In Ads: For me advertising on the Internet has no credibility. (DC)
MATTIAD189: Interest In Ads: For me advertising on the Internet has no credibility. (DS)
MATTIAD188: Interest In Ads: For me advertising on the Internet has no credibility. (N)
MATTIAD187: Interest In Ads: For me advertising on the Internet has no credibility. (AS)
MATTIAD186: Interest In Ads: For me advertising on the Internet has no credibility. (AC)
MATTIAD195: Interest In Ads: For me advertising on the Internet is repeated too often. (DC)
MATTIAD194: Interest In Ads: For me advertising on the Internet is repeated too often. (DS)
MATTIAD193: Interest In Ads: For me advertising on the Internet is repeated too often. (N)
MATTIAD192: Interest In Ads: For me advertising on the Internet is repeated too often. (AS)
MATTIAD191: Interest In Ads: For me advertising on the Internet is repeated too often. (AC)
MATTIAD200: Interest In Ads: For me all ads on the Internet are alike. (DC)
MATTIAD199: Interest In Ads: For me all ads on the Internet are alike. (DS)
MATTIAD198: Interest In Ads: For me all ads on the Internet are alike. (N)
MATTIAD197: Interest In Ads: For me all ads on the Internet are alike. (AS)
MATTIAD196: Interest In Ads: For me all ads on the Internet are alike. (AC)
MATTIAD205: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (DC)
MATTIAD204: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (DS)
MATTIAD203: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (N)
MATTIAD202: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (AS)

MATTIAD201: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (AC)
MATTIAD210: Interest In Ads: Advertising on mobile phones provides me with meaningful info about the product use of other consumers. (DC)
MATTIAD209: Interest In Ads: Advertising on mobile phones provides me with meaningful info about the product use of other consumers. (DS)
MATTIAD208: Interest In Ads: Advertising on mobile phones provides me with meaningful info about the product use of other consumers. (N)
MATTIAD207: Interest In Ads: Advertising on mobile phones provides me with meaningful info about the product use of other consumers. (AS)
MATTIAD206: Interest In Ads: Advertising on mobile phones provides me with meaningful info about the product use of other consumers. (AC)
MATTIAD215: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (DC)
MATTIAD214: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (DS)
MATTIAD213: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (N)
MATTIAD212: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (AS)
MATTIAD211: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (AC)
MATTIAD220: Interest In Ads: For me advertising on mobile phones is amusing. (DC)
MATTIAD219: Interest In Ads: For me advertising on mobile phones is amusing. (DS)
MATTIAD218: Interest In Ads: For me advertising on mobile phones is amusing. (N)
MATTIAD217: Interest In Ads: For me advertising on mobile phones is amusing. (AS)
MATTIAD216: Interest In Ads: For me advertising on mobile phones is amusing. (AC)
MATTIAD225: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (DC)
MATTIAD224: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (DS)
MATTIAD223: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (N)
MATTIAD222: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (AS)
MATTIAD221: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (AC)
MATTIAD230: Interest In Ads: For me advertising on mobile phones has no credibility. (DC)
MATTIAD229: Interest In Ads: For me advertising on mobile phones has no credibility. (DS)
MATTIAD228: Interest In Ads: For me advertising on mobile phones has no credibility. (N)
MATTIAD227: Interest In Ads: For me advertising on mobile phones has no credibility. (AS)
MATTIAD226: Interest In Ads: For me advertising on mobile phones has no credibility. (AC)
MATTIAD235: Interest In Ads: For me advertising on mobile phones is repeated too often. (DC)
MATTIAD234: Interest In Ads: For me advertising on mobile phones is repeated too often. (DS)
MATTIAD233: Interest In Ads: For me advertising on mobile phones is repeated too often. (N)
MATTIAD232: Interest In Ads: For me advertising on mobile phones is repeated too often. (AS)
MATTIAD231: Interest In Ads: For me advertising on mobile phones is repeated too often. (AC)
MATTIAD240: Interest In Ads: For me all ads on mobile phones are alike. (DC)
MATTIAD239: Interest In Ads: For me all ads on mobile phones are alike. (DS)
MATTIAD238: Interest In Ads: For me all ads on mobile phones are alike. (N)
MATTIAD237: Interest In Ads: For me all ads on mobile phones are alike. (AS)
MATTIAD236: Interest In Ads: For me all ads on mobile phones are alike. (AC)

Interest in Sports

MATTSP001: Interest In Sports: College Basketball Non-Fan
MATTSP002: Interest In Sports: College Basketball Interest Level: 1 (Weak Fan)
MATTSP003: Interest In Sports: College Basketball Interest Level: 2
MATTSP004: Interest In Sports: College Basketball Interest Level: 3
MATTSP005: Interest In Sports: College Basketball Interest Level: 4
MATTSP006: Interest In Sports: College Basketball Interest Level: 5
MATTSP007: Interest In Sports: College Basketball Interest Level: 6
MATTSP008: Interest In Sports: College Basketball Interest Level: 7
MATTSP009: Interest In Sports: College Basketball Interest Level: 8
MATTSP010: Interest In Sports: College Basketball Interest Level: 9
MATTSP011: Interest In Sports: College Basketball Interest Level: 10 (Super Fan)
MATTSP012: Interest In Sports: College Football Non-Fan
MATTSP013: Interest In Sports: College Football Interest Level: 1 (Weak Fan)

MATTSP172: Interest In Sports - Summary: Major League Baseball - Super Fan
MATTSP173: Interest In Sports - Summary: Nascar - Weak Fan
MATTSP174: Interest In Sports - Summary: Nascar - Average Fan
MATTSP175: Interest In Sports - Summary: Nascar - Super Fan
MATTSP176: Interest In Sports - Summary: NBA - Weak Fan
MATTSP177: Interest In Sports - Summary: NBA - Average Fan
MATTSP178: Interest In Sports - Summary: NBA - Super Fan
MATTSP179: Interest In Sports - Summary: NFL - Weak Fan
MATTSP180: Interest In Sports - Summary: NFL - Average Fan
MATTSP181: Interest In Sports - Summary: NFL - Super Fan
MATTSP182: Interest In Sports - Summary: NHL - Weak Fan
MATTSP183: Interest In Sports - Summary: NHL - Average Fan
MATTSP184: Interest In Sports - Summary: NHL - Super Fan
MATTSP185: Interest In Sports - Summary: Olympics - Weak Fan
MATTSP186: Interest In Sports - Summary: Olympics - Average Fan
MATTSP187: Interest In Sports - Summary: Olympics - Super Fan
MATTSP188: Interest In Sports - Summary: Professional Wrestling - Weak Fan
MATTSP189: Interest In Sports - Summary: Professional Wrestling - Average Fan
MATTSP190: Interest In Sports - Summary: Professional Wrestling - Super Fan
MATTSP191: Interest In Sports - Summary: Soccer - Weak Fan
MATTSP192: Interest In Sports - Summary: Soccer - Average Fan
MATTSP193: Interest In Sports - Summary: Soccer - Super Fan
MATTSP194: Interest In Sports - Summary: Tennis - Weak Fan
MATTSP195: Interest In Sports - Summary: Tennis - Average Fan
MATTSP196: Interest In Sports - Summary: Tennis - Super Fan
MATTSP197: Interest In Sports - Summary Codes: General Sports Fan
MATTSP198: Interest In Sports - Summary Codes: Super Sports Fan

Internet Attitudes

MINTAT001: Internet/Online Attitudes: The Internet is a great way to gather info on products/services Im considering purchasing. (DC)
MINTAT002: Internet/Online Attitudes: The Internet is a great way to gather info on products/services Im considering purchasing. (DS)
MINTAT003: Internet/Online Attitudes: The Internet is a great way to gather info on products/services Im considering purchasing. (AS)
MINTAT004: Internet/Online Attitudes: The Internet is a great way to gather info on products/services Im considering purchasing. (AC)
MINTAT005: Internet/Online Attitudes: The Internet is a great way to actually buy products. (DC)
MINTAT006: Internet/Online Attitudes: The Internet is a great way to actually buy products. (DS)
MINTAT007: Internet/Online Attitudes: The Internet is a great way to actually buy products. (AS)
MINTAT008: Internet/Online Attitudes: The Internet is a great way to actually buy products. (AC)
MINTAT009: Internet/Online Attitudes: The Internet has allowed me to learn things I probably wouldnt have learned otherwise. (DC)
MINTAT010: Internet/Online Attitudes: The Internet has allowed me to learn things I probably wouldnt have learned otherwise. (DS)
MINTAT011: Internet/Online Attitudes: The Internet has allowed me to learn things I probably wouldnt have learned otherwise. (AS)
MINTAT012: Internet/Online Attitudes: The Internet has allowed me to learn things I probably wouldnt have learned otherwise. (AC)
MINTAT013: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (DC)
MINTAT014: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (DS)
MINTAT015: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (AS)
MINTAT016: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (AC)
MINTAT017: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (DC)
MINTAT018: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (DS)
MINTAT019: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (AS)
MINTAT020: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (AC)
MINTAT021: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (DC)
MINTAT022: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (DS)
MINTAT023: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (AS)

MINTAT024: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (AC)
MINTAT025: Internet/Online Attitudes: I would feel disconnected without the Internet. (DC)
MINTAT026: Internet/Online Attitudes: I would feel disconnected without the Internet. (DS)
MINTAT027: Internet/Online Attitudes: I would feel disconnected without the Internet. (AS)
MINTAT028: Internet/Online Attitudes: I would feel disconnected without the Internet. (AC)
MINTAT029: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (DC)
MINTAT030: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (DS)
MINTAT031: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (AS)
MINTAT032: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (AC)
MINTAT033: Internet/Online Attitudes: The Internet is a good thing but I worry that too much technology can be a bad thing. (DC)
MINTAT034: Internet/Online Attitudes: The Internet is a good thing but I worry that too much technology can be a bad thing. (DS)
MINTAT035: Internet/Online Attitudes: The Internet is a good thing but I worry that too much technology can be a bad thing. (AS)
MINTAT036: Internet/Online Attitudes: The Internet is a good thing but I worry that too much technology can be a bad thing. (AC)
MINTAT037: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (DC)
MINTAT038: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (DS)
MINTAT039: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (AS)
MINTAT040: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (AC)
MINTAT041: Internet/Online Attitudes: The Internet is a good way to meet new people. (DC)
MINTAT042: Internet/Online Attitudes: The Internet is a good way to meet new people. (DS)
MINTAT043: Internet/Online Attitudes: The Internet is a good way to meet new people. (AS)
MINTAT044: Internet/Online Attitudes: The Internet is a good way to meet new people. (AC)
MINTAT045: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (DC)
MINTAT046: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (DS)
MINTAT047: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (AS)
MINTAT048: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (AC)
MINTAT049: Internet/Online Attitudes: The Internet has little impact on my daily life. (DC)
MINTAT050: Internet/Online Attitudes: The Internet has little impact on my daily life. (DS)
MINTAT051: Internet/Online Attitudes: The Internet has little impact on my daily life. (AS)
MINTAT052: Internet/Online Attitudes: The Internet has little impact on my daily life. (AC)
MINTAT053: Internet/Online Attitudes: In general Id rather shop online than go to a store (DC)
MINTAT054: Internet/Online Attitudes: In general Id rather shop online than go to a store (DS)
MINTAT055: Internet/Online Attitudes: In general Id rather shop online than go to a store (AS)
MINTAT056: Internet/Online Attitudes: In general Id rather shop online than go to a store (AC)

Media Attitudes

MATTMED200: Media Attitudes: A good source of learning TV
MATTMED201: Media Attitudes: A good source of learning Radio
MATTMED202: Media Attitudes: A good source of learning Mobile Internet
MATTMED203: Media Attitudes: A good source of learning Internet on Computer
MATTMED204: Media Attitudes: A good source of learning Magazines
MATTMED205: Media Attitudes: A good source of learning Newspapers
MATTMED206: Media Attitudes: Pure entertainment TV
MATTMED207: Media Attitudes: Pure entertainment Radio
MATTMED208: Media Attitudes: Pure entertainment Mobile Internet
MATTMED209: Media Attitudes: Pure entertainment Internet on Computer
MATTMED210: Media Attitudes: Pure entertainment Magazines
MATTMED211: Media Attitudes: Pure entertainment Newspapers
MATTMED212: Media Attitudes: Makes me think TV
MATTMED213: Media Attitudes: Makes me think Radio
MATTMED214: Media Attitudes: Makes me think Mobile Internet
MATTMED215: Media Attitudes: Makes me think Internet on Computer

MATTMED216: Media Attitudes: Makes me think Magazines
MATTMED217: Media Attitudes: Makes me think Newspapers
MATTMED218: Media Attitudes: Keeps me informed/up to date TV
MATTMED219: Media Attitudes: Keeps me informed/up to date Radio
MATTMED220: Media Attitudes: Keeps me informed/up to date Mobile Internet
MATTMED221: Media Attitudes: Keeps me informed/up to date Internet on Computer
MATTMED222: Media Attitudes: Keeps me informed/up to date Magazines
MATTMED223: Media Attitudes: Keeps me informed/up to date Newspapers
MATTMED224: Media Attitudes: A good escape TV
MATTMED225: Media Attitudes: A good escape Radio
MATTMED226: Media Attitudes: A good escape Mobile Internet
MATTMED227: Media Attitudes: A good escape Internet on Computer
MATTMED228: Media Attitudes: A good escape Magazines
MATTMED229: Media Attitudes: A good escape Newspapers
MATTMED230: Media Attitudes: Relaxes me TV
MATTMED231: Media Attitudes: Relaxes me Radio
MATTMED232: Media Attitudes: Relaxes me Mobile Internet
MATTMED233: Media Attitudes: Relaxes me Internet on Computer
MATTMED234: Media Attitudes: Relaxes me Magazines
MATTMED235: Media Attitudes: Relaxes me Newspapers
MATTMED236: Media Attitudes: Puts me in a good mood TV
MATTMED237: Media Attitudes: Puts me in a good mood Radio
MATTMED238: Media Attitudes: Puts me in a good mood Mobile Internet
MATTMED239: Media Attitudes: Puts me in a good mood Internet on Computer
MATTMED240: Media Attitudes: Puts me in a good mood Magazines
MATTMED241: Media Attitudes: Puts me in a good mood Newspapers
MATTMED242: Media Attitudes: Gives me good ideas TV
MATTMED243: Media Attitudes: Gives me good ideas Radio
MATTMED244: Media Attitudes: Gives me good ideas Mobile Internet
MATTMED245: Media Attitudes: Gives me good ideas Internet on Computer
MATTMED246: Media Attitudes: Gives me good ideas Magazines
MATTMED247: Media Attitudes: Gives me good ideas Newspapers
MATTMED248: Media Attitudes: Keeps me up-to-date with the latest styles and trends TV
MATTMED249: Media Attitudes: Keeps me up-to-date with the latest styles and trends Radio
MATTMED250: Media Attitudes: Keeps me up-to-date with the latest styles and trends Mobile Internet
MATTMED251: Media Attitudes: Keeps me up-to-date with the latest styles and trends Internet on Computer
MATTMED252: Media Attitudes: Keeps me up-to-date with the latest styles and trends Magazines
MATTMED253: Media Attitudes: Keeps me up-to-date with the latest styles and trends Newspapers
MATTMED051: Media Attitude Segments: TV: No Specification
MATTMED052: Media Attitude Segments: TV: Relaxation Only
MATTMED053: Media Attitude Segments: TV: Inspiration Only
MATTMED054: Media Attitude Segments: TV: Information Only
MATTMED055: Media Attitude Segments: TV: Relaxation & Inspiration
MATTMED056: Media Attitude Segments: TV: Relaxation & Information
MATTMED057: Media Attitude Segments: TV: Information & inspiration
MATTMED058: Media Attitude Segments: TV: Three in One
MATTMED059: Media Attitude Segments: Radio: No Specification
MATTMED060: Media Attitude Segments: Radio: Relaxation Only
MATTMED061: Media Attitude Segments: Radio: Inspiration Only
MATTMED062: Media Attitude Segments: Radio: Information Only
MATTMED063: Media Attitude Segments: Radio: Relaxation & Inspiration
MATTMED064: Media Attitude Segments: Radio: Relaxation & Information
MATTMED065: Media Attitude Segments: Radio: Information & inspiration
MATTMED066: Media Attitude Segments: Radio: Three in One
MATTMED067: Media Attitude Segments: Magazines: No Specification
MATTMED068: Media Attitude Segments: Magazines: Relaxation Only
MATTMED069: Media Attitude Segments: Magazines: Inspiration Only
MATTMED070: Media Attitude Segments: Magazines: Information Only
MATTMED071: Media Attitude Segments: Magazines: Relaxation & Inspiration
MATTMED072: Media Attitude Segments: Magazines: Relaxation & Information
MATTMED073: Media Attitude Segments: Magazines: Information & inspiration
MATTMED074: Media Attitude Segments: Magazines: Three in One
MATTMED075: Media Attitude Segments: Newspapers: No Specification
MATTMED076: Media Attitude Segments: Newspapers: Relaxation Only
MATTMED077: Media Attitude Segments: Newspapers: Inspiration Only
MATTMED078: Media Attitude Segments: Newspapers: Information Only
MATTMED079: Media Attitude Segments: Newspapers: Relaxation & Inspiration
MATTMED080: Media Attitude Segments: Newspapers: Relaxation & Information
MATTMED081: Media Attitude Segments: Newspapers: Information & inspiration
MATTMED082: Media Attitude Segments: Newspapers: Three in One
MATTMED083: Media Attitude Segments: Internet: No Specification
MATTMED084: Media Attitude Segments: Internet: Relaxation Only
MATTMED085: Media Attitude Segments: Internet: Inspiration Only
MATTMED086: Media Attitude Segments: Internet: Information Only

MATTMED087: Media Attitude Segments: Internet: Relaxation & Inspiration
MATTMED088: Media Attitude Segments: Internet: Relaxation & Information
MATTMED089: Media Attitude Segments: Internet: Information & inspiration
MATTMED090: Media Attitude Segments: Internet: Three in One
MATTMED091: Media Attitude Segments: Mobile: No Specification
MATTMED092: Media Attitude Segments: Mobile: Relaxation Only
MATTMED093: Media Attitude Segments: Mobile: Inspiration Only
MATTMED094: Media Attitude Segments: Mobile: Information Only
MATTMED095: Media Attitude Segments: Mobile: Relaxation & Inspiration
MATTMED096: Media Attitude Segments: Mobile: Relaxation & Information
MATTMED097: Media Attitude Segments: Mobile: Information & inspiration
MATTMED098: Media Attitude Segments: Mobile: Three in One
MATTMED046: Media Trusted The Most: TV
MATTMED047: Media Trusted The Most: Radio
MATTMED099: Media Trusted The Most: Mobile Internet
MATTMED100: Media Trusted The Most: Internet on Computer
MATTMED048: Media Trusted The Most: Magazines
MATTMED049: Media Trusted The Most: Newspapers

Miscellaneous Attitudes

MATTMON001: Money Borrowing Attitudes Segmentation: I.O.U.
MATTMON002: Money Borrowing Attitudes Segmentation: To Their Credit
MATTMON003: Money Borrowing Attitudes Segmentation: On Someone Elses Dime
MATTMON004: Money Borrowing Attitudes Segmentation: Balk the Bank
MATTNCR001: New Car/Truck If Making Decision Today (Make Only): Buick
MATTNCR002: New Car/Truck If Making Decision Today (Make Only): Cadillac
MATTNCR003: New Car/Truck If Making Decision Today (Make Only): Chevrolet
MATTNCR004: New Car/Truck If Making Decision Today (Make Only): Chrysler
MATTNCR005: New Car/Truck If Making Decision Today (Make Only): Dodge
MATTNCR006: New Car/Truck If Making Decision Today (Make Only): Ford
MATTNCR007: New Car/Truck If Making Decision Today (Make Only): GMC
MATTNCR009: New Car/Truck If Making Decision Today (Make Only): Jeep
MATTNCR010: New Car/Truck If Making Decision Today (Make Only): Lincoln
MATTNCR050: New Car/Truck If Making Decision Today (Make Only): Ram
MATTNCR016: New Car/Truck If Making Decision Today (Make Only): Tesla
MATTNCR017: New Car/Truck If Making Decision Today (Make Only): Acura
MATTNCR051: New Car/Truck If Making Decision Today (Make Only): Alfa Romeo
MATTNCR019: New Car/Truck If Making Decision Today (Make Only): Audi
MATTNCR020: New Car/Truck If Making Decision Today (Make Only): Bentley
MATTNCR021: New Car/Truck If Making Decision Today (Make Only): BMW
MATTNCR022: New Car/Truck If Making Decision Today (Make Only): Ferrari
MATTNCR023: New Car/Truck If Making Decision Today (Make Only): Fiat
MATTNCR052: New Car/Truck If Making Decision Today (Make Only): Genesis
MATTNCR024: New Car/Truck If Making Decision Today (Make Only): Honda
MATTNCR025: New Car/Truck If Making Decision Today (Make Only): Hyundai
MATTNCR026: New Car/Truck If Making Decision Today (Make Only): Infiniti
MATTNCR008: New Car/Truck If Making Decision Today (Make Only): Isuzu
MATTNCR028: New Car/Truck If Making Decision Today (Make Only): Jaguar
MATTNCR029: New Car/Truck If Making Decision Today (Make Only): Kia
MATTNCR030: New Car/Truck If Making Decision Today (Make Only): Lamborghini
MATTNCR031: New Car/Truck If Making Decision Today (Make Only): Land Rover
MATTNCR032: New Car/Truck If Making Decision Today (Make Only): Lexus
MATTNCR033: New Car/Truck If Making Decision Today (Make Only): Lotus
MATTNCR034: New Car/Truck If Making Decision Today (Make Only): Maserati
MATTNCR035: New Car/Truck If Making Decision Today (Make Only): Mazda
MATTNCR036: New Car/Truck If Making Decision Today (Make Only): Mercedes
MATTNCR053: New Car/Truck If Making Decision Today (Make Only): MG
MATTNCR037: New Car/Truck If Making Decision Today (Make Only): Mitsubishi
MATTNCR038: New Car/Truck If Making Decision Today (Make Only): Nissan
MATTNCR040: New Car/Truck If Making Decision Today (Make Only): Porsche
MATTNCR041: New Car/Truck If Making Decision Today (Make Only): Rolls Royce
MATTNCR044: New Car/Truck If Making Decision Today (Make Only): Smart
MATTNCR045: New Car/Truck If Making Decision Today (Make Only): Subaru
MATTNCR047: New Car/Truck If Making Decision Today (Make Only): Toyota
MATTNCR048: New Car/Truck If Making Decision Today (Make Only): Volkswagen
MATTNCR049: New Car/Truck If Making Decision Today (Make Only): Volvo
MATTNEW001: Newspaper Readers Segments: Cover to Cover
MATTNEW002: Newspaper Readers Segments: Facts and Entertainment
MATTNEW003: Newspaper Readers Segments: News Hounds
MATTNEW004: Newspaper Readers Segments: Living Well
MATTNEW005: Newspaper Readers Segments: Lifestyle & Ads
MATTNEW006: Newspaper Readers Segments: Entertainment
MATTNEW007: Newspaper Readers Segments: Comics
MATTNEW008: Newspaper Readers Segments: Comics & Sports
MATTNEW009: Newspaper Readers Segments: Sports Fans
MATTNEW010: Newspaper Readers Segments: Sports & Classifieds

MATTNEW011: Newspaper Readers Segments: Classifieds
MATTNEW012: Newspaper Readers Segments: Skimmers
MATTNEW013: Newspaper Readers Segments: Non-readers

Mobile Device Attitudes

MOBATT001: More Mobile Opinions: On my tablet I prefer to use apps instead of websites (DC)
MOBATT002: More Mobile Opinions: On my tablet I prefer to use apps instead of websites (DS)
MOBATT003: More Mobile Opinions: On my tablet I prefer to use apps instead of websites (AS)
MOBATT004: More Mobile Opinions: On my tablet I prefer to use apps instead of websites (AC)
MOBATT005: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (DC)
MOBATT006: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (DS)
MOBATT007: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (AS)
MOBATT008: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (AC)
MOBATT009: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (DC)
MOBATT010: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (DS)
MOBATT011: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (AS)
MOBATT012: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (AC)
MOBATT013: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (DC)
MOBATT014: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (DS)
MOBATT015: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (AS)
MOBATT016: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (AC)
MOBATT017: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (DC)
MOBATT018: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (DS)
MOBATT019: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (AS)
MOBATT020: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (AC)
MOBATT021: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (DC)
MOBATT022: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (DS)
MOBATT023: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (AS)
MOBATT024: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (AC)
MOBATT025: More Mobile Opinions: Mobile apps are updated too frequently (DC)
MOBATT026: More Mobile Opinions: Mobile apps are updated too frequently (DS)
MOBATT027: More Mobile Opinions: Mobile apps are updated too frequently (AS)
MOBATT028: More Mobile Opinions: Mobile apps are updated too frequently (AC)
MOBATT033: More Mobile Opinions: I rely on my phone for maps and directions. (DC)
MOBATT034: More Mobile Opinions: I rely on my phone for maps and directions. (DS)
MOBATT035: More Mobile Opinions: I rely on my phone for maps and directions. (AS)
MOBATT036: More Mobile Opinions: I rely on my phone for maps and directions. (AC)
MOBATT037: More Mobile Opinions: Checking my phone is the first thing I do in the morning (DC)
MOBATT038: More Mobile Opinions: Checking my phone is the first thing I do in the morning (DS)
MOBATT039: More Mobile Opinions: Checking my phone is the first thing I do in the morning (AS)
MOBATT040: More Mobile Opinions: Checking my phone is the first thing I do in the morning (AC)
MOBATT041: More Mobile Opinions: Im always checking out the app store to see whats new (DC)
MOBATT042: More Mobile Opinions: Im always checking out the app store to see whats new (DS)
MOBATT043: More Mobile Opinions: Im always checking out the app store to see whats new (AS)

MOBATT044: More Mobile Opinions: Im always checking out the app store to see whats new (AC)
MOBATT045: More Mobile Opinions: I text more than I talk on my phone (DC)
MOBATT046: More Mobile Opinions: I text more than I talk on my phone (DS)
MOBATT047: More Mobile Opinions: I text more than I talk on my phone (AS)
MOBATT048: More Mobile Opinions: I text more than I talk on my phone (AC)
MOBATT049: More Mobile Opinions: Apps have made my life so much more convenient (DC)
MOBATT050: More Mobile Opinions: Apps have made my life so much more convenient (DS)
MOBATT051: More Mobile Opinions: Apps have made my life so much more convenient (AS)
MOBATT052: More Mobile Opinions: Apps have made my life so much more convenient (AC)

Political Outlook

MATTPOL001: Civic/Political Engagement Segments: Passive Civics
MATTPOL002: Civic/Political Engagement Segments: Strictly Voters
MATTPOL003: Civic/Political Engagement Segments: Vote and Sign
MATTPOL004: Civic/Political Engagement Segments: Civic Advocates
MATTPOL005: Civic/Political Engagement Segments: Local Participants
MATTPOL006: Civic/Political Engagement Segments: Political Activists

Public Activities

MATTPUB001: Public Activities: Voted in Federal Stateor Local Election
MATTPUB002: Public Activities: Written or called any politician at the statelocal or national level
MATTPUB003: Public Activities: Written a letter to the editor of a newspaper or magazine or called a live radio or TV show
MATTPUB004: Public Activities: Written something that has been published
MATTPUB005: Public Activities: Written an article for a magazine or newspaper
MATTPUB006: Public Activities: Attended a political rally speech or organized protest of any kind
MATTPUB007: Public Activities: Attended a public meeting on town or school affairs
MATTPUB008: Public Activities: Held or run for political office
MATTPUB009: Public Activities: Served on a committee for some local organization
MATTPUB010: Public Activities: Served as an officer for some club or organization
MATTPUB011: Public Activities: Signed a petition
MATTPUB012: Public Activities: Worked for a political party
MATTPUB013: Public Activities: Made a speech
MATTPUB014: Public Activities: Been an active member of any group that tries to influence public policy or government
MATTPUB015: Public Activities: Participated in environmental groups/causes
MATTPUB016: Public Activities: Engaged in fund raising
MATTPUB017: Public Activities: Recycled products
MATTPUB018: Public Activities: Any activity
MATTPUB019: Public Activities: InfluentialsSM(net)

Technology Attitudes

MATTTC089: Smart Lifer: Smart Lifer
MATTTC001: Technology Attitudes: I enjoy reading about new technology products. (DC)
MATTTC002: Technology Attitudes: I enjoy reading about new technology products. (DS)
MATTTC003: Technology Attitudes: I enjoy reading about new technology products. (AS)
MATTTC004: Technology Attitudes: I enjoy reading about new technology products. (AC)
MATTTC005: Technology Attitudes: Im willing to pay more for top quality electronics. (DC)
MATTTC006: Technology Attitudes: Im willing to pay more for top quality electronics. (DS)
MATTTC007: Technology Attitudes: Im willing to pay more for top quality electronics. (AS)
MATTTC008: Technology Attitudes: Im willing to pay more for top quality electronics. (AC)
MATTTC009: Technology Attitudes: I often discuss my knowledge of tech or electronic products with others. (DC)
MATTTC010: Technology Attitudes: I often discuss my knowledge of tech or electronic products with others. (DS)
MATTTC011: Technology Attitudes: I often discuss my knowledge of tech or electronic products with others. (AS)

MATTCH012: Technology Attitudes: I often discuss my knowledge of tech or electronic products with others. (AC)
MATTCH013: Technology Attitudes: Computers are too confusing to be of much use to me. (DC)
MATTCH014: Technology Attitudes: Computers are too confusing to be of much use to me. (DS)
MATTCH015: Technology Attitudes: Computers are too confusing to be of much use to me. (AS)
MATTCH016: Technology Attitudes: Computers are too confusing to be of much use to me. (AC)
MATTCH017: Technology Attitudes: I give others advice when they are looking to buy technology or electronics products. (DC)
MATTCH018: Technology Attitudes: I give others advice when they are looking to buy technology or electronics products. (DS)
MATTCH019: Technology Attitudes: I give others advice when they are looking to buy technology or electronics products. (AS)
MATTCH020: Technology Attitudes: I give others advice when they are looking to buy technology or electronics products. (AC)
MATTCH021: Technology Attitudes: Computers can be a good source of entertainment. (DC)
MATTCH022: Technology Attitudes: Computers can be a good source of entertainment. (DS)
MATTCH023: Technology Attitudes: Computers can be a good source of entertainment. (AS)
MATTCH024: Technology Attitudes: Computers can be a good source of entertainment. (AC)
MATTCH025: Technology Attitudes: Im fascinated by new technology. (DC)
MATTCH026: Technology Attitudes: Im fascinated by new technology. (DS)
MATTCH027: Technology Attitudes: Im fascinated by new technology. (AS)
MATTCH028: Technology Attitudes: Im fascinated by new technology. (AC)
MATTCH029: Technology Attitudes: I enjoy learning about technology or electronic products from others. (DC)
MATTCH030: Technology Attitudes: I enjoy learning about technology or electronic products from others. (DS)
MATTCH031: Technology Attitudes: I enjoy learning about technology or electronic products from others. (AS)
MATTCH032: Technology Attitudes: I enjoy learning about technology or electronic products from others. (AC)
MATTCH033: Technology Attitudes: Technology helps make my life more organized. (DC)
MATTCH034: Technology Attitudes: Technology helps make my life more organized. (DS)
MATTCH035: Technology Attitudes: Technology helps make my life more organized. (AS)
MATTCH036: Technology Attitudes: Technology helps make my life more organized. (AC)
MATTCH037: Technology Attitudes: Before buying electronics I do as much research as possible. (DC)
MATTCH038: Technology Attitudes: Before buying electronics I do as much research as possible. (DS)
MATTCH039: Technology Attitudes: Before buying electronics I do as much research as possible. (AS)
MATTCH040: Technology Attitudes: Before buying electronics I do as much research as possible. (AC)
MATTCH041: Technology Attitudes: Technology has little impact on my daily life. (DC)
MATTCH042: Technology Attitudes: Technology has little impact on my daily life. (DS)
MATTCH043: Technology Attitudes: Technology has little impact on my daily life. (AS)
MATTCH044: Technology Attitudes: Technology has little impact on my daily life. (AC)
MATTCH045: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (DC)
MATTCH046: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (DS)
MATTCH047: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (AS)
MATTCH048: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (AC)
MATTCH049: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (DC)
MATTCH050: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (DS)
MATTCH051: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (AS)
MATTCH052: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (AC)
MATTCH053: Technology Attitudes: At first I was nervous about using computers but now Im much more comfortable. (DC)
MATTCH054: Technology Attitudes: At first I was nervous about using computers but now Im much more comfortable. (DS)

MATTCH055: Technology Attitudes: At first I was nervous about using computers but now Im much more comfortable. (AS)
MATTCH056: Technology Attitudes: At first I was nervous about using computers but now Im much more comfortable. (AC)
MATTCH057: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (DC)
MATTCH058: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (DS)
MATTCH059: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (AS)
MATTCH060: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (AC)
MATTCH061: Technology Attitudes: I like to read reviews before buying technology or electronics. (DC)
MATTCH062: Technology Attitudes: I like to read reviews before buying technology or electronics. (DS)
MATTCH063: Technology Attitudes: I like to read reviews before buying technology or electronics. (AS)
MATTCH064: Technology Attitudes: I like to read reviews before buying technology or electronics. (AC)
MATTCH065: Technology Attitudes: I want others to say wow when they see my electronics. (DC)
MATTCH066: Technology Attitudes: I want others to say wow when they see my electronics. (DS)
MATTCH067: Technology Attitudes: I want others to say wow when they see my electronics. (AS)
MATTCH068: Technology Attitudes: I want others to say wow when they see my electronics. (AC)
MATTCH069: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (DC)
MATTCH070: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (DS)
MATTCH071: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (AS)
MATTCH072: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (AC)
MATTCH073: Technology Attitudes: I like to have a lot of gadgets (DC)
MATTCH074: Technology Attitudes: I like to have a lot of gadgets (DS)
MATTCH075: Technology Attitudes: I like to have a lot of gadgets (AS)
MATTCH076: Technology Attitudes: I like to have a lot of gadgets (AC)
MATTCH077: Technology Attitudes: I like to be connected either by phone or Internet at all times (DC)
MATTCH078: Technology Attitudes: I like to be connected either by phone or Internet at all times (DS)
MATTCH079: Technology Attitudes: I like to be connected either by phone or Internet at all times (AS)
MATTCH080: Technology Attitudes: I like to be connected either by phone or Internet at all times (AC)
MATTCH081: Technology Attitudes: To me its important to always be reachable wherever I am (DC)
MATTCH082: Technology Attitudes: To me its important to always be reachable wherever I am (DS)
MATTCH083: Technology Attitudes: To me its important to always be reachable wherever I am (AS)
MATTCH084: Technology Attitudes: To me its important to always be reachable wherever I am (AC)
MATTCH085: Technology Attitudes: Building electronics is a hobby of mine (DC)
MATTCH086: Technology Attitudes: Building electronics is a hobby of mine (DS)
MATTCH087: Technology Attitudes: Building electronics is a hobby of mine (AS)
MATTCH088: Technology Attitudes: Building electronics is a hobby of mine (AC)
MATTCH090: Technology Attitudes: Internet-connected smart household products seem too confusing to use (DC)
MATTCH091: Technology Attitudes: Internet-connected smart household products seem too confusing to use (DS)
MATTCH092: Technology Attitudes: Internet-connected smart household products seem too confusing to use (AS)
MATTCH093: Technology Attitudes: Internet-connected smart household products seem too confusing to use (AC)
MATTCH094: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (DC)
MATTCH095: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (DS)
MATTCH096: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (AS)
MATTCH097: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (AC)

Television Attitudes

MTVATTS001: More TV Watching: I will often turn to my favorite TV channels just to see whats on (DC)
MTVATTS002: More TV Watching: I will often turn to my favorite TV channels just to see whats on (DS)
MTVATTS003: More TV Watching: I will often turn to my favorite TV channels just to see whats on (AS)
MTVATTS004: More TV Watching: I will often turn to my favorite TV channels just to see whats on (AC)
MTVATTS009: More TV Watching: I turn on TV only to watch my favorite shows (DC)
MTVATTS010: More TV Watching: I turn on TV only to watch my favorite shows (DS)
MTVATTS011: More TV Watching: I turn on TV only to watch my favorite shows (AS)
MTVATTS012: More TV Watching: I turn on TV only to watch my favorite shows (AC)
MTVATTS013: More TV Watching: I subscribe to online streaming TV services just for the original programming (DC)
MTVATTS014: More TV Watching: I subscribe to online streaming TV services just for the original programming (DS)
MTVATTS015: More TV Watching: I subscribe to online streaming TV services just for the original programming (AS)
MTVATTS016: More TV Watching: I subscribe to online streaming TV services just for the original programming (AC)
MTVATTS017: More TV Watching: Subscribing to streaming services is totally worth the money (DC)
MTVATTS018: More TV Watching: Subscribing to streaming services is totally worth the money (DS)
MTVATTS019: More TV Watching: Subscribing to streaming services is totally worth the money (AS)
MTVATTS020: More TV Watching: Subscribing to streaming services is totally worth the money (AC)
MTVATTS029: More TV Watching: I watch more TV now overall than I did one year ago (DC)
MTVATTS030: More TV Watching: I watch more TV now overall than I did one year ago (DS)
MTVATTS031: More TV Watching: I watch more TV now overall than I did one year ago (AS)
MTVATTS032: More TV Watching: I watch more TV now overall than I did one year ago (AC)
MTVATTS037: More TV Watching: TV is more interesting now than ever before (DC)
MTVATTS038: More TV Watching: TV is more interesting now than ever before (DS)
MTVATTS039: More TV Watching: TV is more interesting now than ever before (AS)
MTVATTS040: More TV Watching: TV is more interesting now than ever before (AC)
MTVATTS045: More TV Watching: The quality of TV programming has improved in the last few years (DC)
MTVATTS046: More TV Watching: The quality of TV programming has improved in the last few years (DS)
MTVATTS047: More TV Watching: The quality of TV programming has improved in the last few years (AS)
MTVATTS048: More TV Watching: The quality of TV programming has improved in the last few years (AC)
MTVATTS053: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (DC)
MTVATTS054: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (DS)
MTVATTS055: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (AS)
MTVATTS056: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (AC)
MTVATTS057: More TV Watching: There are shows that I want to watch but I just dont have time (DC)
MTVATTS058: More TV Watching: There are shows that I want to watch but I just dont have time (DS)
MTVATTS059: More TV Watching: There are shows that I want to watch but I just dont have time (AS)
MTVATTS060: More TV Watching: There are shows that I want to watch but I just dont have time (AC)
MTVATTS061: More TV Watching: I like to save up episodes of my favorite shows to watch more than one in a sitting (DC)
MTVATTS062: More TV Watching: I like to save up episodes of my favorite shows to watch more than one in a sitting (DS)
MTVATTS063: More TV Watching: I like to save up episodes of my favorite shows to watch more than one in a sitting (AS)
MTVATTS064: More TV Watching: I like to save up episodes of my favorite shows to watch more than one in a sitting (AC)
MTVATTS065: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (DC)
MTVATTS066: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (DS)

MTVATTS067: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (AS)
MTVATTS068: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (AC)
MTVATTS069: More TV Watching: I would watch TV programs on my cell phone more often if the screen size was bigger (DC)
MTVATTS070: More TV Watching: I would watch TV programs on my cell phone more often if the screen size was bigger (DS)
MTVATTS071: More TV Watching: I would watch TV programs on my cell phone more often if the screen size was bigger (AS)
MTVATTS072: More TV Watching: I would watch TV programs on my cell phone more often if the screen size was bigger (AC)
MTVATTS073: More TV Watching: I only watch TV when I know I can skip commercials (DC)
MTVATTS074: More TV Watching: I only watch TV when I know I can skip commercials (DS)
MTVATTS075: More TV Watching: I only watch TV when I know I can skip commercials (AS)
MTVATTS076: More TV Watching: I only watch TV when I know I can skip commercials (AC)
MTVATTS077: More TV Watching: I often talk about TV shows with my friends (DC)
MTVATTS078: More TV Watching: I often talk about TV shows with my friends (DS)
MTVATTS079: More TV Watching: I often talk about TV shows with my friends (AS)
MTVATTS080: More TV Watching: I often talk about TV shows with my friends (AC)
MTVATTS081: More TV Watching: I like watching shows that everyones talking about (DC)
MTVATTS082: More TV Watching: I like watching shows that everyones talking about (DS)
MTVATTS083: More TV Watching: I like watching shows that everyones talking about (AS)
MTVATTS084: More TV Watching: I like watching shows that everyones talking about (AC)
MTVATTS085: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (DC)
MTVATTS086: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (DS)
MTVATTS087: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (AS)
MTVATTS088: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (AC)
MTVATTS089: More TV Watching: Im more likely to buy products or services advertised on networks I like (DC)
MTVATTS090: More TV Watching: Im more likely to buy products or services advertised on networks I like (DS)
MTVATTS091: More TV Watching: Im more likely to buy products or services advertised on networks I like (AS)
MTVATTS092: More TV Watching: Im more likely to buy products or services advertised on networks I like (AC)
MTVATTS093: More TV Watching: I pay more attention to commercials on networks I like (DC)
MTVATTS094: More TV Watching: I pay more attention to commercials on networks I like (DS)
MTVATTS095: More TV Watching: I pay more attention to commercials on networks I like (AS)
MTVATTS096: More TV Watching: I pay more attention to commercials on networks I like (AC)
MTVATTS097: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (DC)
MTVATTS098: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (DS)
MTVATTS099: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (AS)
MTVATTS100: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (AC)
MTVATTS101: More TV Watching: My family often watches different programs on different screens but in the same room (DC)
MTVATTS102: More TV Watching: My family often watches different programs on different screens but in the same room (DS)
MTVATTS103: More TV Watching: My family often watches different programs on different screens but in the same room (AS)
MTVATTS104: More TV Watching: My family often watches different programs on different screens but in the same room (AC)
MTVATTS105: More TV Watching: I like watching TV together with my friends and family (DC)
MTVATTS106: More TV Watching: I like watching TV together with my friends and family (DS)
MTVATTS107: More TV Watching: I like watching TV together with my friends and family (AS)

MTVATTS108: More TV Watching: I like watching TV together with my friends and family (AC)
MTVATTS109: Watching TV - How Often Watched: On a TV: More often than last year
MTVATTS110: Watching TV - How Often Watched: On a TV: Same amount as last year
MTVATTS111: Watching TV - How Often Watched: On a TV: Less often than last year
MTVATTS112: Watching TV - How Often Watched: On a TV: Dont watch this way
MTVATTS113: Watching TV - How Often Watched: On a desktop computer: More often than last year
MTVATTS114: Watching TV - How Often Watched: On a desktop computer: Same amount as last year
MTVATTS115: Watching TV - How Often Watched: On a desktop computer: Less often than last year
MTVATTS116: Watching TV - How Often Watched: On a desktop computer: Dont watch this way
MTVATTS117: Watching TV - How Often Watched: On a laptop computer: More often than last year
MTVATTS118: Watching TV - How Often Watched: On a laptop computer: Same amount as last year
MTVATTS119: Watching TV - How Often Watched: On a laptop computer: Less often than last year
MTVATTS120: Watching TV - How Often Watched: On a laptop computer: Dont watch this way
MTVATTS121: Watching TV - How Often Watched: On a tablet: More often than last year
MTVATTS122: Watching TV - How Often Watched: On a tablet: Same amount as last year
MTVATTS123: Watching TV - How Often Watched: On a tablet: Less often than last year
MTVATTS124: Watching TV - How Often Watched: On a tablet: Dont watch this way
MTVATTS125: Watching TV - How Often Watched: On a smartphone: More often than last year
MTVATTS126: Watching TV - How Often Watched: On a smartphone: Same amount as last year
MTVATTS127: Watching TV - How Often Watched: On a smartphone: Less often than last year
MTVATTS128: Watching TV - How Often Watched: On a smartphone: Dont watch this way
MTVATTS129: Watching TV - How Often Watched: At the time of airing (live): More often than last year
MTVATTS130: Watching TV - How Often Watched: At the time of airing (live): Same amount as last year
MTVATTS131: Watching TV - How Often Watched: At the time of airing (live): Less often than last year
MTVATTS132: Watching TV - How Often Watched: At the time of airing (live): Dont watch this way
MTVATTS133: Watching TV - How Often Watched: Using a DVR: More often than last year
MTVATTS134: Watching TV - How Often Watched: Using a DVR: Same amount as last year
MTVATTS135: Watching TV - How Often Watched: Using a DVR: Less often than last year
MTVATTS136: Watching TV - How Often Watched: Using a DVR: Dont watch this way
MTVATTS137: Watching TV - How Often Watched: Using VOD (Video-On-Demand): More often than last year
MTVATTS138: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Same amount as last year
MTVATTS139: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Less often than last year
MTVATTS140: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Dont watch this way
MTVATTS141: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): More often than last year
MTVATTS142: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Same amount as last year
MTVATTS143: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Less often than last year
MTVATTS144: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Dont watch this way
MTVATTS145: Watching TV - How Often Watched: Through my TV service providers website: More often than last year
MTVATTS146: Watching TV - How Often Watched: Through my TV service providers website: Same amount as last year
MTVATTS147: Watching TV - How Often Watched: Through my TV service providers website: Less often than last year
MTVATTS148: Watching TV - How Often Watched: Through my TV service providers website: Dont watch this way
MTVATTS149: Watching TV - How Often Watched: Through my TV service providers app: More often than last year
MTVATTS150: Watching TV - How Often Watched: Through my TV service providers app: Same amount as last year
MTVATTS151: Watching TV - How Often Watched: Through my TV service providers app: Less often than last year

MTVATTS152: Watching TV - How Often Watched: Through my TV service providers app: Dont watch this way
MTVATTS153: Watching TV - How Often Watched: Through a TV networks website: More often than last year
MTVATTS154: Watching TV - How Often Watched: Through a TV networks website: Same amount as last year
MTVATTS155: Watching TV - How Often Watched: Through a TV networks website: Less often than last year
MTVATTS156: Watching TV - How Often Watched: Through a TV networks website: Dont watch this way
MTVATTS157: Watching TV - How Often Watched: Through a TV networks app: More often than last year
MTVATTS158: Watching TV - How Often Watched: Through a TV networks app: Same amount as last year
MTVATTS159: Watching TV - How Often Watched: Through a TV networks app: Less often than last year
MTVATTS160: Watching TV - How Often Watched: Through a TV networks app: Dont watch this way
MTVATTS161: Watching TV - How Often Watched: Through another online streaming TV service: More often than last year
MTVATTS162: Watching TV - How Often Watched: Through another online streaming TV service: Same amount as last year
MTVATTS163: Watching TV - How Often Watched: Through another online streaming TV service: Less often than last year
MTVATTS164: Watching TV - How Often Watched: Through another online streaming TV service: Dont watch this way
MTVATTS165: Watching TV - How Prefer To Watch: Screen size: (Not Imp at all)
MTVATTS169: Watching TV - How Prefer To Watch: Little/no commercials: (Not Imp at all)
MTVATTS173: Watching TV - How Prefer To Watch: Watching on the go: (Not Imp at all)
MTVATTS177: Watching TV - How Prefer To Watch: Watching whenever I want: (Not Imp at all)
MTVATTS181: Watching TV - How Prefer To Watch: Easy access/log-in: (Not Imp at all)
MTVATTS189: Watching TV - How Prefer To Watch: Watching with others: (Not Imp at all)
MTVATTS193: Watching TV - How Prefer To Watch: Binge-watching: (Not Imp at all)
MTVATTS201: Watching TV - How Prefer To Watch: Wide variety of programs: (Not Imp at all)
MTVATTS205: Watching TV - How Prefer To Watch: Access to older episodes or seasons of a show: (Not Imp at all)
MTVATTS209: Watching TV - How Prefer To Watch: Access to series no longer on the air: (Not Imp at all)
MTVATTS213: Watching TV - How Prefer To Watch: Watching an episode live when it first airs: (Not Imp at all)
MTVATTS217: Watching TV - How Prefer To Watch: Talking about shows with my friends: (Not Imp at all)
MTVATTS221: Watching TV - Learn About New Programs: Family and friends (via social networking posts/blogs)
MTVATTS222: Watching TV - Learn About New Programs: Family and friends (other ways/word of mouth)
MTVATTS223: Watching TV - Learn About New Programs: Liking or following a networks social networking site
MTVATTS224: Watching TV - Learn About New Programs: Reading or watching reviews
MTVATTS225: Watching TV - Learn About New Programs: Channel-surfing
MTVATTS226: Watching TV - Learn About New Programs: Advertising/promotions
MTVATTS227: Watching TV - Learn About New Programs: TV service providers website/app
MTVATTS228: Watching TV - Learn About New Programs: TV networks website/app
MTVATTS229: Watching TV - Learn About New Programs: Recommendations from a streaming services website/app

Social Networking Attitudes

MATTSOC001: Social Media - How Important To You: Keep in touch with family/friends: (Not at all Imp)
MATTSOC005: Social Media - How Important To You: Reconnect with people from my past: (Not at all Imp)
MATTSOC009: Social Media - How Important To You: Meet new friends: (Not at all Imp)
MATTSOC013: Social Media - How Important To You: Follow the activities of my friends and family: (Not at all Imp)
MATTSOC017: Social Media - How Important To You: Find out about products and services: (Not at all Imp)
MATTSOC021: Social Media - How Important To You: Rate or review a product or service: (Not at all Imp)
MATTSOC061: Social Media - How Important To You: Share my opinions and beliefs: (Not at all Imp)
MATTSOC065: Social Media - How Important To You: Influence others: (Not at all Imp)
MATTSOC025: Social Media - How Important To You: Meet or network with professional contacts: (Not at all Imp)

MATTSOC029: Social Media - How Important To You: Find people who have interests similar to me: (Not at all Imp)
MATTSOC033: Social Media - How Important To You: Find info about news or other current events: (Not at all Imp)
MATTSOC037: Social Media - How Important To You: Find info about a movie TV station or show: (Not at all Imp)
MATTSOC041: Social Media - How Important To You: Find local info: (Not at all Imp)
MATTSOC045: Social Media - How Important To You: Play games: (Not at all Imp)
MATTSOC049: Social Media - How Important To You: To show support for my favorite companies or brands: (Not at all Imp)
MATTSOC053: Social Media - How Important To You: To receive exclusive offers coupons or other discounts: (Not at all Imp)
MATTSOC057: Social Media - How Important To You: To gain access to VIP or Members-Only events: (Not at all Imp)
MATTSOC069: Social Media - Visited Or Used: Yes

Vacation Travel

MATTVAC001: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (DC)
MATTVAC002: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (DS)
MATTVAC003: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (AS)
MATTVAC004: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (AC)
MATTVAC005: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (DC)
MATTVAC006: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (DS)
MATTVAC007: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (AS)
MATTVAC008: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (AC)
MATTVAC009: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (DC)
MATTVAC010: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (DS)
MATTVAC011: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (AS)
MATTVAC012: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (AC)
MATTVAC017: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (DC)
MATTVAC018: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (DS)
MATTVAC019: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (AS)
MATTVAC020: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (AC)
MATTVAC021: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (DC)
MATTVAC022: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (DS)
MATTVAC023: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (AS)
MATTVAC024: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (AC)
MATTVAC025: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (DC)
MATTVAC026: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (DS)
MATTVAC027: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (AS)
MATTVAC028: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (AC)
MATTVAC029: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (DC)
MATTVAC030: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (DS)
MATTVAC031: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (AS)
MATTVAC032: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (AC)
MATTVAC041: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (DC)

MATTVAC042: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (DS)
MATTVAC043: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (AS)
MATTVAC044: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (AC)
MATTVAC045: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (DC)
MATTVAC046: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (DS)
MATTVAC047: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (AS)
MATTVAC048: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (AC)
MATTVAC057: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (DC)
MATTVAC058: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (DS)
MATTVAC059: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (AS)
MATTVAC060: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (AC)
MATTVAC061: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (DC)
MATTVAC062: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (DS)
MATTVAC063: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (AS)
MATTVAC064: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (AC)
MATTVAC065: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (DC)
MATTVAC066: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (DS)
MATTVAC067: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (AS)
MATTVAC068: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (AC)
MATTVAC069: Vacation Travel Attitudes: Group tours are fun and a good way to meet people. (DC)
MATTVAC070: Vacation Travel Attitudes: Group tours are fun and a good way to meet people. (DS)
MATTVAC071: Vacation Travel Attitudes: Group tours are fun and a good way to meet people. (AS)
MATTVAC072: Vacation Travel Attitudes: Group tours are fun and a good way to meet people. (AC)
MATTVAC073: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (DC)
MATTVAC074: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (DS)
MATTVAC075: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (AS)
MATTVAC076: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (AC)
MATTVAC077: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (DC)
MATTVAC078: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (DS)
MATTVAC079: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (AS)
MATTVAC080: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (AC)
MATTVAC085: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (DC)
MATTVAC086: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (DS)
MATTVAC087: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (AS)
MATTVAC088: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (AC)
MATTVAC089: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (DC)
MATTVAC090: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (DS)
MATTVAC091: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (AS)
MATTVAC092: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (AC)

MATTVAC093: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (DC)
MATTVAC094: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (DS)
MATTVAC095: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (AS)
MATTVAC096: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (AC)
MATTVAC097: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (DC)
MATTVAC098: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (DS)
MATTVAC099: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (AS)
MATTVAC100: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (AC)
MATTVAC101: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (DC)
MATTVAC102: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (DS)
MATTVAC103: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (AS)
MATTVAC104: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (AC)
MATTVAC105: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (DC)
MATTVAC106: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (DS)
MATTVAC107: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (AS)
MATTVAC108: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (AC)

Intentions Next Year

MATTYI004: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Not At All Likely)
MATTYI003: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Not Very Likely)
MATTYI002: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Somewhat Likely)
MATTYI001: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Very Likely)
MATTYI008: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Not At All Likely)
MATTYI007: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Not Very Likely)
MATTYI006: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Somewhat Likely)
MATTYI005: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Very Likely)
MATTYI012: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Not At All Likely)
MATTYI011: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Not Very Likely)
MATTYI010: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Somewhat Likely)
MATTYI009: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Very Likely)
MATTYI016: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Not At All Likely)
MATTYI015: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Not Very Likely)
MATTYI014: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Somewhat Likely)
MATTYI013: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Very Likely)
MATTYI020: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Not At All Likely)
MATTYI019: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Not Very Likely)
MATTYI018: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Somewhat Likely)
MATTYI017: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Very Likely)
MATTYI024: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Not At All Likely)

MATTYI023: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Not Very Likely)
MATTYI022: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Somewhat Likely)
MATTYI021: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Very Likely)
MATTYI028: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Not At All Likely)
MATTYI027: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Not Very Likely)
MATTYI026: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Somewhat Likely)
MATTYI025: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Very Likely)
MATTYI032: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Not At All Likely)
MATTYI031: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Not Very Likely)
MATTYI030: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Somewhat Likely)
MATTYI029: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Very Likely)
MATTYI036: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Not At All Likely)
MATTYI035: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Not Very Likely)
MATTYI034: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Somewhat Likely)
MATTYI033: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Very Likely)
MATTYI040: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Not At All Likely)
MATTYI039: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Not Very Likely)
MATTYI038: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Somewhat Likely)
MATTYI037: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Very Likely)
MATTYI044: Your Intentions - How Likely In The Next 12 Months: Life insurance (Not At All Likely)
MATTYI043: Your Intentions - How Likely In The Next 12 Months: Life insurance (Not Very Likely)
MATTYI042: Your Intentions - How Likely In The Next 12 Months: Life insurance (Somewhat Likely)
MATTYI041: Your Intentions - How Likely In The Next 12 Months: Life insurance (Very Likely)
MATTYI048: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Not At All Likely)
MATTYI047: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Not Very Likely)
MATTYI046: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Somewhat Likely)
MATTYI045: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Very Likely)
MATTYI052: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Not At All Likely)
MATTYI051: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Not Very Likely)
MATTYI050: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Somewhat Likely)
MATTYI049: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Very Likely)
MATTYI056: Your Intentions - How Likely In The Next 12 Months: Hawaii (Not At All Likely)
MATTYI055: Your Intentions - How Likely In The Next 12 Months: Hawaii (Not Very Likely)
MATTYI054: Your Intentions - How Likely In The Next 12 Months: Hawaii (Somewhat Likely)
MATTYI053: Your Intentions - How Likely In The Next 12 Months: Hawaii (Very Likely)
MATTYI060: Your Intentions - How Likely In The Next 12 Months: Florida (Not At All Likely)
MATTYI059: Your Intentions - How Likely In The Next 12 Months: Florida (Not Very Likely)
MATTYI058: Your Intentions - How Likely In The Next 12 Months: Florida (Somewhat Likely)
MATTYI057: Your Intentions - How Likely In The Next 12 Months: Florida (Very Likely)
MATTYI064: Your Intentions - How Likely In The Next 12 Months: Theme Park (Not At All Likely)
MATTYI063: Your Intentions - How Likely In The Next 12 Months: Theme Park (Not Very Likely)

MATTY1062: Your Intentions - How Likely In The Next 12 Months: Theme Park (Somewhat Likely)
MATTY1061: Your Intentions - How Likely In The Next 12 Months: Theme Park (Very Likely)
MATTY1068: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Not At All Likely)
MATTY1067: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Not Very Likely)
MATTY1066: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Somewhat Likely)
MATTY1065: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Very Likely)
MATTY1072: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Not At All Likely)
MATTY1071: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Not Very Likely)
MATTY1070: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Somewhat Likely)
MATTY1069: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Very Likely)
MATTY1076: Your Intentions - How Likely In The Next 12 Months: Europe (Not At All Likely)
MATTY1075: Your Intentions - How Likely In The Next 12 Months: Europe (Not Very Likely)
MATTY1074: Your Intentions - How Likely In The Next 12 Months: Europe (Somewhat Likely)
MATTY1073: Your Intentions - How Likely In The Next 12 Months: Europe (Very Likely)
MATTY1080: Your Intentions - How Likely In The Next 12 Months: Caribbean (Not At All Likely)
MATTY1079: Your Intentions - How Likely In The Next 12 Months: Caribbean (Not Very Likely)
MATTY1078: Your Intentions - How Likely In The Next 12 Months: Caribbean (Somewhat Likely)
MATTY1077: Your Intentions - How Likely In The Next 12 Months: Caribbean (Very Likely)
MATTY1084: Your Intentions - How Likely In The Next 12 Months: Mexico (Not At All Likely)
MATTY1083: Your Intentions - How Likely In The Next 12 Months: Mexico (Not Very Likely)
MATTY1082: Your Intentions - How Likely In The Next 12 Months: Mexico (Somewhat Likely)
MATTY1081: Your Intentions - How Likely In The Next 12 Months: Mexico (Very Likely)
MATTY1088: Your Intentions - How Likely In The Next 12 Months: South America (Not At All Likely)
MATTY1087: Your Intentions - How Likely In The Next 12 Months: South America (Not Very Likely)
MATTY1086: Your Intentions - How Likely In The Next 12 Months: South America (Somewhat Likely)
MATTY1085: Your Intentions - How Likely In The Next 12 Months: South America (Very Likely)
MATTY1092: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Not At All Likely)
MATTY1091: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Not Very Likely)
MATTY1090: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Somewhat Likely)
MATTY1089: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Very Likely)
MATTY1096: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Not At All Likely)
MATTY1095: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Not Very Likely)
MATTY1094: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Somewhat Likely)
MATTY1093: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Very Likely)
MATTY1100: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Not At All Likely)
MATTY1099: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Not Very Likely)
MATTY1098: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Somewhat Likely)
MATTY1097: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Very Likely)
MATTY1104: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Not At All Likely)
MATTY1103: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Not Very Likely)
MATTY1102: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Somewhat Likely)

MATTY1101: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Very Likely)
MATTY1108: Your Intentions - How Likely In The Next 12 Months: 2-door car (Not At All Likely)
MATTY1107: Your Intentions - How Likely In The Next 12 Months: 2-door car (Not Very Likely)
MATTY1106: Your Intentions - How Likely In The Next 12 Months: 2-door car (Somewhat Likely)
MATTY1105: Your Intentions - How Likely In The Next 12 Months: 2-door car (Very Likely)
MATTY1112: Your Intentions - How Likely In The Next 12 Months: 4-door car (Not At All Likely)
MATTY1111: Your Intentions - How Likely In The Next 12 Months: 4-door car (Not Very Likely)
MATTY1110: Your Intentions - How Likely In The Next 12 Months: 4-door car (Somewhat Likely)
MATTY1109: Your Intentions - How Likely In The Next 12 Months: 4-door car (Very Likely)
MATTY1116: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Not At All Likely)
MATTY1115: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Not Very Likely)
MATTY1114: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Somewhat Likely)
MATTY1113: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Very Likely)
MATTY1120: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Not At All Likely)
MATTY1119: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Not Very Likely)
MATTY1118: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Somewhat Likely)
MATTY1117: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Very Likely)
MATTY1124: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Not At All Likely)
MATTY1123: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Not Very Likely)
MATTY1122: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Somewhat Likely)
MATTY1121: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Very Likely)
MATTY1128: Your Intentions - How Likely In The Next 12 Months: Truck (Not At All Likely)
MATTY1127: Your Intentions - How Likely In The Next 12 Months: Truck (Not Very Likely)
MATTY1126: Your Intentions - How Likely In The Next 12 Months: Truck (Somewhat Likely)
MATTY1125: Your Intentions - How Likely In The Next 12 Months: Truck (Very Likely)
MATTY1132: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Not At All Likely)
MATTY1131: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Not Very Likely)
MATTY1130: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Somewhat Likely)
MATTY1129: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Very Likely)
MATTY1136: Your Intentions - How Likely In The Next 12 Months: E-reader (e.g. Amazon Kindle) (Not At All Likely)
MATTY1135: Your Intentions - How Likely In The Next 12 Months: E-reader (e.g. Amazon Kindle) (Not Very Likely)
MATTY1134: Your Intentions - How Likely In The Next 12 Months: E-reader (e.g. Amazon Kindle) (Somewhat Likely)
MATTY1133: Your Intentions - How Likely In The Next 12 Months: E-reader (e.g. Amazon Kindle) (Very Likely)
MATTY1140: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Not At All Likely)
MATTY1139: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Not Very Likely)
MATTY1138: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Somewhat Likely)
MATTY1137: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Very Likely)
MATTY1225: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Not At All Likely)
MATTY1226: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Not Very Likely)
MATTY1227: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Somewhat Likely)
MATTY1228: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Very Likely)
MATTY1144: Your Intentions - How Likely In The Next 12 Months: Home theater system (Not At All Likely)

MATTY1143: Your Intentions - How Likely In The Next 12 Months: Home theater system (Not Very Likely)
MATTY1142: Your Intentions - How Likely In The Next 12 Months: Home theater system (Somewhat Likely)
MATTY1141: Your Intentions - How Likely In The Next 12 Months: Home theater system (Very Likely)
MATTY1148: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Not At All Likely)
MATTY1147: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Not Very Likely)
MATTY1146: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Somewhat Likely)
MATTY1145: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Very Likely)
MATTY1152: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Not At All Likely)
MATTY1151: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Not Very Likely)
MATTY1150: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Somewhat Likely)
MATTY1149: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Very Likely)
MATTY1160: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Not At All Likely)
MATTY1159: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Not Very Likely)
MATTY1158: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Somewhat Likely)
MATTY1157: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Very Likely)
MATTY1164: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Not At All Likely)
MATTY1163: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Not Very Likely)
MATTY1162: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Somewhat Likely)
MATTY1161: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Very Likely)
MATTY1168: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Not At All Likely)
MATTY1167: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Not Very Likely)
MATTY1166: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Somewhat Likely)
MATTY1165: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Very Likely)
MATTY1172: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Not At All Likely)
MATTY1171: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Not Very Likely)
MATTY1170: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Somewhat Likely)
MATTY1169: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Very Likely)
MATTY1176: Your Intentions - How Likely In The Next 12 Months: Smartphone (Not At All Likely)
MATTY1175: Your Intentions - How Likely In The Next 12 Months: Smartphone (Not Very Likely)
MATTY1174: Your Intentions - How Likely In The Next 12 Months: Smartphone (Somewhat Likely)
MATTY1173: Your Intentions - How Likely In The Next 12 Months: Smartphone (Very Likely)
MATTY1229: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Not At All Likely)
MATTY1230: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Not Very Likely)
MATTY1231: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Somewhat Likely)
MATTY1232: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Very Likely)
MATTY1233: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Not At All Likely)
MATTY1234: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Not Very Likely)
MATTY1235: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Somewhat Likely)
MATTY1236: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Very Likely)

MATTY1180: Your Intentions - How Likely In The Next 12 Months: Get engaged (Not At All Likely)
MATTY1179: Your Intentions - How Likely In The Next 12 Months: Get engaged (Not Very Likely)
MATTY1178: Your Intentions - How Likely In The Next 12 Months: Get engaged (Somewhat Likely)
MATTY1177: Your Intentions - How Likely In The Next 12 Months: Get engaged (Very Likely)
MATTY1184: Your Intentions - How Likely In The Next 12 Months: Become a parent (Not At All Likely)
MATTY1183: Your Intentions - How Likely In The Next 12 Months: Become a parent (Not Very Likely)
MATTY1182: Your Intentions - How Likely In The Next 12 Months: Become a parent (Somewhat Likely)
MATTY1181: Your Intentions - How Likely In The Next 12 Months: Become a parent (Very Likely)
MATTY1188: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Not At All Likely)
MATTY1187: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Not Very Likely)
MATTY1186: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Somewhat Likely)
MATTY1185: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Very Likely)
MATTY1192: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Not At All Likely)
MATTY1191: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Not Very Likely)
MATTY1190: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Somewhat Likely)
MATTY1189: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Very Likely)
MATTY1196: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Not At All Likely)
MATTY1195: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Not Very Likely)
MATTY1194: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Somewhat Likely)
MATTY1193: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Very Likely)
MATTY1200: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Not At All Likely)
MATTY1199: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Not Very Likely)
MATTY1198: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Somewhat Likely)
MATTY1197: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Very Likely)
MATTY1204: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Not At All Likely)
MATTY1203: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Not Very Likely)
MATTY1202: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Somewhat Likely)
MATTY1201: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Very Likely)
MATTY1208: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Not At All Likely)
MATTY1207: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Not Very Likely)
MATTY1206: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Somewhat Likely)
MATTY1205: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Very Likely)
MATTY1212: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Not At All Likely)
MATTY1211: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Not Very Likely)
MATTY1210: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Somewhat Likely)
MATTY1209: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Very Likely)
MATTY1216: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Not At All Likely)
MATTY1215: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Not Very Likely)
MATTY1214: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Somewhat Likely)

MATTYI213: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Very Likely)
MATTYI237: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Not At All Likely)
MATTYI238: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Not Very Likely)
MATTYI239: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Somewhat Likely)
MATTYI240: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Very Likely)
MATTYI220: Your Intentions - How Likely In The Next 12 Months: Change jobs (Not At All Likely)
MATTYI219: Your Intentions - How Likely In The Next 12 Months: Change jobs (Not Very Likely)
MATTYI218: Your Intentions - How Likely In The Next 12 Months: Change jobs (Somewhat Likely)
MATTYI217: Your Intentions - How Likely In The Next 12 Months: Change jobs (Very Likely)
MATTYI224: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Not At All Likely)
MATTYI223: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Not Very Likely)
MATTYI222: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Somewhat Likely)
MATTYI221: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Very Likely)

MSPINT053: Internet And Catalog Shopping: Gap.com
MSPINT054: Internet And Catalog Shopping: HomeDepot.com
MSPINT055: Internet And Catalog Shopping: Hotels.com
MSPINT056: Internet And Catalog Shopping: Hotwire.com
MSPINT058: Internet And Catalog Shopping: iTunes.com (Apple Store)
MSPINT059: Internet And Catalog Shopping: Joann.com
MSPINT060: Internet And Catalog Shopping: Kmart.com
MSPINT061: Internet And Catalog Shopping: Kohls.com
MSPINT062: Internet And Catalog Shopping: LiveNation.com
MSPINT063: Internet And Catalog Shopping: Lowes.com
MSPINT064: Internet And Catalog Shopping: Michaels.com
MSPINT182: Internet And Catalog Shopping: Nike.com
MSPINT065: Internet And Catalog Shopping: OldNavy.com
MSPINT066: Internet And Catalog Shopping: Orbitz.com
MSPINT067: Internet And Catalog Shopping: Overstock.com
MSPINT069: Internet And Catalog Shopping: Payless.com
MSPINT070: Internet And Catalog Shopping: PetSmart.com
MSPINT071: Internet And Catalog Shopping: Priceline.com
MSPINT072: Internet And Catalog Shopping: SamsClub.com
MSPINT073: Internet And Catalog Shopping: Sears.com
MSPINT074: Internet And Catalog Shopping: Sephora.com
MSPINT075: Internet And Catalog Shopping: StubHub.com
MSPINT185: Internet And Catalog Shopping: TJMaxx.com
MSPINT076: Internet And Catalog Shopping: Target.com
MSPINT077: Internet And Catalog Shopping: Ticketmaster.com
MSPINT079: Internet And Catalog Shopping: Travelocity.com
MSPINT080: Internet And Catalog Shopping: Walgreens.com
MSPINT081: Internet And Catalog Shopping: Walmart.com
MSPINT186: Internet And Catalog Shopping: Wayfair.com
MSPINT082: Internet And Catalog Shopping: Zappos.com
MSPINT187: Internet And Catalog Shopping: Zulily.com
MSPINT084: Internet And Catalog Shopping: Other Internet site
MSPINT007: Internet And Catalog Shopping: personally ordered from 1800PetMeds
MSPINT008: Internet And Catalog Shopping: personally ordered from Avon
MSPINT009: Internet And Catalog Shopping: personally ordered from Coldwater Creek
MSPINT010: Internet And Catalog Shopping: personally ordered from Crate & Barrel
MSPINT011: Internet And Catalog Shopping: personally ordered from Eddie Bauer
MSPINT012: Internet And Catalog Shopping: personally ordered from Fingerhut
MSPINT013: Internet And Catalog Shopping: personally ordered from Hammacher Schlemmer
MSPINT014: Internet And Catalog Shopping: personally ordered from Home Shopping Network (HSN)
MSPINT015: Internet And Catalog Shopping: personally ordered from J.Crew
MSPINT016: Internet And Catalog Shopping: personally ordered from JCPenney
MSPINT017: Internet And Catalog Shopping: personally ordered from L.L.Bean
MSPINT018: Internet And Catalog Shopping: personally ordered from Lands End
MSPINT019: Internet And Catalog Shopping: personally ordered from Macys
MSPINT020: Internet And Catalog Shopping: personally ordered from Neiman Marcus
MSPINT021: Internet And Catalog Shopping: personally ordered from Nordstrom
MSPINT022: Internet And Catalog Shopping: personally ordered from Office Depot
MSPINT023: Internet And Catalog Shopping: personally ordered from Pottery Barn
MSPINT024: Internet And Catalog Shopping: personally ordered from ProFlowers
MSPINT025: Internet And Catalog Shopping: personally ordered from Publishers Clearing House
MSPINT026: Internet And Catalog Shopping: personally ordered from QVC
MSPINT027: Internet And Catalog Shopping: personally ordered from REI
MSPINT175: Internet And Catalog Shopping: personally ordered from Sharis Berries
MSPINT028: Internet And Catalog Shopping: personally ordered from Staples
MSPINT029: Internet And Catalog Shopping: personally ordered from Teleflora
MSPINT030: Internet And Catalog Shopping: personally ordered from Victorias Secret
MSPINT031: Internet And Catalog Shopping: personally ordered from Other Department/Specialty Store
MSPINT032: Internet And Catalog Shopping: personally ordered from Other Catalog or Mail Order Service
MSPINT085: Internet And Catalog Shopping - Ordered By (Mail/Phone): 1800PetMeds
MSPINT086: Internet And Catalog Shopping - Ordered By (Mail/Phone): Avon
MSPINT087: Internet And Catalog Shopping - Ordered By (Mail/Phone): Coldwater Creek
MSPINT088: Internet And Catalog Shopping - Ordered By (Mail/Phone): Crate & Barrel
MSPINT089: Internet And Catalog Shopping - Ordered By (Mail/Phone): Eddie Bauer
MSPINT090: Internet And Catalog Shopping - Ordered By (Mail/Phone): Fingerhut
MSPINT091: Internet And Catalog Shopping - Ordered By (Mail/Phone): Hammacher Schlemmer
MSPINT092: Internet And Catalog Shopping - Ordered By (Mail/Phone): Home Shopping Network (HSN)
MSPINT093: Internet And Catalog Shopping - Ordered By (Mail/Phone): J.Crew
MSPINT094: Internet And Catalog Shopping - Ordered By (Mail/Phone): JCPenney
MSPINT095: Internet And Catalog Shopping - Ordered By (Mail/Phone): L.L.Bean
MSPINT096: Internet And Catalog Shopping - Ordered By (Mail/Phone): Lands End

Shopping

Appliance/Hardware/Electronics

MSPHAHE001: Appliance Hardware & Electronics Stores: Ace Hardware last year
MSPHAHE002: Appliance Hardware & Electronics Stores: Harbor Freight Tools last year
MSPHAHE003: Appliance Hardware & Electronics Stores: Home Depot last year
MSPHAHE004: Appliance Hardware & Electronics Stores: Lowes last year
MSPHAHE013: Appliance Hardware & Electronics Stores: Menards last year
MSPHAHE005: Appliance Hardware & Electronics Stores: Sears Appliance & Hardware last year
MSPHAHE006: Appliance Hardware & Electronics Stores: Sherwin-Williams last year
MSPHAHE007: Appliance Hardware & Electronics Stores: Tractor Supply Company last year
MSPHAHE008: Appliance Hardware & Electronics Stores: True Value last year
MSPHAHE009: Appliance Hardware & Electronics Stores: Apple Store last year
MSPHAHE010: Appliance Hardware & Electronics Stores: Best Buy last year
MSPHAHE011: Appliance Hardware & Electronics Stores: RadioShack last year
MSPHAHE012: Appliance Hardware & Electronics Stores: RAC Rent-A-Center last year

Catalog/Internet/Phone/Mail Shopping

MSPINT001: Internet And Catalog Shopping - \$1-\$50 in Last Year
MSPINT002: Internet And Catalog Shopping - \$50 - \$99 in Last Year
MSPINT003: Internet And Catalog Shopping - \$100 - \$199 in Last Year
MSPINT004: Internet And Catalog Shopping - \$200 - \$499 in Last Year
MSPINT005: Internet And Catalog Shopping - \$500 - \$799 in Last Year
MSPINT006: Internet And Catalog Shopping - \$800+ in Last Year
MSPINT046: Internet and Catalog Shopping - None in Last Year
MSPINT033: Internet And Catalog Shopping: 1800flowers.com
MSPINT034: Internet And Catalog Shopping: Amazon.com
MSPINT035: Internet And Catalog Shopping: American Eagle Outfitters (ae.com)
MSPINT176: Internet And Catalog Shopping: Apple.com
MSPINT036: Internet And Catalog Shopping: BananaRepublic.com
MSPINT037: Internet And Catalog Shopping: Barnes&Noble.com
MSPINT038: Internet And Catalog Shopping: BathandBodyWorks.com
MSPINT039: Internet And Catalog Shopping: BedBathandBeyond.com
MSPINT041: Internet And Catalog Shopping: BestBuy.com
MSPINT042: Internet And Catalog Shopping: Costco.com
MSPINT043: Internet And Catalog Shopping: CVS.com
MSPINT044: Internet And Catalog Shopping: Dell.com
MSPINT178: Internet And Catalog Shopping: Disney (shopDisney.com)
MSPINT047: Internet And Catalog Shopping: eBay.com
MSPINT048: Internet And Catalog Shopping: EdibleArrangements.com
MSPINT049: Internet And Catalog Shopping: Etsy.com
MSPINT050: Internet And Catalog Shopping: Expedia.com
MSPINT051: Internet And Catalog Shopping: Fandango.com
MSPINT179: Internet And Catalog Shopping: FreshDirect.com

MSPHINT097: Internet And Catalog Shopping - Ordered By (Mail/Phone): Macys
MSPHINT098: Internet And Catalog Shopping - Ordered By (Mail/Phone): Neiman Marcus
MSPHINT099: Internet And Catalog Shopping - Ordered By (Mail/Phone): Nordstrom
MSPHINT100: Internet And Catalog Shopping - Ordered By (Mail/Phone): Office Depot
MSPHINT101: Internet And Catalog Shopping - Ordered By (Mail/Phone): Pottery Barn
MSPHINT102: Internet And Catalog Shopping - Ordered By (Mail/Phone): ProFlowers
MSPHINT103: Internet And Catalog Shopping - Ordered By (Mail/Phone): Publishers Clearing House
MSPHINT104: Internet And Catalog Shopping - Ordered By (Mail/Phone): QVC
MSPHINT105: Internet And Catalog Shopping - Ordered By (Mail/Phone): REI
MSPHINT188: Internet And Catalog Shopping - Ordered By (Mail/Phone): Sharis Berries
MSPHINT106: Internet And Catalog Shopping - Ordered By (Mail/Phone): Staples
MSPHINT107: Internet And Catalog Shopping - Ordered By (Mail/Phone): Teleflora
MSPHINT108: Internet And Catalog Shopping - Ordered By (Mail/Phone): Victorias Secret
MSPHINT109: Internet And Catalog Shopping - Ordered By (Mail/Phone): Other Department/Specialty Store
MSPHINT110: Internet And Catalog Shopping - Ordered By (Mail/Phone): Other Catalog or Mail Order Service
MSPHINT111: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Airline tickets
MSPHINT112: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Automotive Products
MSPHINT113: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Baby Accessories
MSPHINT114: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Banking Services
MSPHINT115: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Bedding/Linens
MSPHINT116: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Books
MSPHINT117: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cameras and equipment
MSPHINT118: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Car/Vehicle Rental Reservations
MSPHINT119: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: CDs
MSPHINT120: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cell phones/accessories
MSPHINT121: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Clothing/Apparel
MSPHINT122: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Coffee & Tea
MSPHINT123: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Collectors items (coins stamps etc.)
MSPHINT124: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Computers
MSPHINT125: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Computer Software/Accessories
MSPHINT126: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cooking/Kitchen accessories
MSPHINT127: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cosmetics/toiletries
MSPHINT128: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Credit Cards
MSPHINT129: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: DVDs/Blu-ray Discs
MSPHINT130: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Educational Programs
MSPHINT131: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Fitness Apparel/Equipment
MSPHINT132: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Flowers
MSPHINT133: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Food/Groceries
MSPHINT057: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Food (Meal Kits)
MSPHINT134: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Garden supplies
MSPHINT135: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Gift Baskets
MSPHINT136: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Handbags/Other Accessories
MSPHINT137: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hobby or craft supplies
MSPHINT138: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Home furnishings
MSPHINT139: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Home improvement items/tools
MSPHINT140: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hotel reservations
MSPHINT141: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Household/small appliances
MSPHINT142: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Housewares
MSPHINT143: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hunting Fishing Camping equipment
MSPHINT144: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Jewelry/watches
MSPHINT146: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Office Supplies
MSPHINT147: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Pet products/supplies
MSPHINT148: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Prescription Drugs
MSPHINT149: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Religious Products
MSPHINT150: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Shoes/Footwear

MSPHINT151: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Sports apparel/memorabilia
MSPHINT152: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Sports equipment
MSPHINT153: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Stereo/Audio Equipment
MSPHINT154: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Concerts & other entertainment
MSPHINT155: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Movies
MSPHINT156: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Sports Events
MSPHINT157: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Toys/Games
MSPHINT158: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: TVs
MSPHINT159: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Video Games/Systems
MSPHINT160: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Vitamins
MSPHINT161: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Wedding/Occasion Gifts
MSPHINT162: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Wines/Champagnes
MSPHINT163: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Electronics
MSPHINT164: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Financial/Insurance Products
MSPHINT165: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Health/Medical supplies
MSPHINT166: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Travel Services
MSPHINT167: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other
MSPHINT168: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Any
MSPHINT169: Internet And Catalog Shopping - Amount Spent In Total: Less than \$50
MSPHINT170: Internet And Catalog Shopping - Amount Spent In Total: \$50 - \$99
MSPHINT171: Internet And Catalog Shopping - Amount Spent In Total: \$100 - \$199
MSPHINT172: Internet And Catalog Shopping - Amount Spent In Total: \$200 - \$499
MSPHINT173: Internet And Catalog Shopping - Amount Spent In Total: \$500 - \$799
MSPHINT174: Internet And Catalog Shopping - Amount Spent In Total: \$800+

Convenience Stores

MSHPCST001: Convenience Stores - Amount Spent In Total: Under \$11
MSHPCST002: Convenience Stores - Amount Spent In Total: \$11 - \$19
MSHPCST003: Convenience Stores - Amount Spent In Total: \$20 - \$39
MSHPCST004: Convenience Stores - Amount Spent In Total: \$40 - \$50
MSHPCST005: Convenience Stores - Amount Spent In Total: \$51 - \$99
MSHPCST006: Convenience Stores - Amount Spent In Total: \$100+
MSHPCST007: Convenience Stores - Items Bought: Breakfast sandwich
MSHPCST008: Convenience Stores - Items Bought: Lunch sandwich
MSHPCST009: Convenience Stores - Items Bought: Hot dogs
MSHPCST010: Convenience Stores - Items Bought: Pizza
MSHPCST011: Convenience Stores - Items Bought: Other grill food
MSHPCST012: Convenience Stores - Items Bought: Ice cream
MSHPCST013: Convenience Stores - Items Bought: Candy
MSHPCST014: Convenience Stores - Items Bought: Snack foods
MSHPCST015: Convenience Stores - Items Bought: Dairy products
MSHPCST016: Convenience Stores - Items Bought: Bread
MSHPCST017: Convenience Stores - Items Bought: Other bakery items
MSHPCST018: Convenience Stores - Items Bought: Coffee - brewed
MSHPCST019: Convenience Stores - Items Bought: Milk
MSHPCST020: Convenience Stores - Items Bought: Soft drinks - bottle/can
MSHPCST021: Convenience Stores - Items Bought: Soft drinks - fountain
MSHPCST022: Convenience Stores - Items Bought: Juice drinks
MSHPCST023: Convenience Stores - Items Bought: Beer
MSHPCST024: Convenience Stores - Items Bought: Frozen beverage
MSHPCST025: Convenience Stores - Items Bought: Cigarettes
MSHPCST026: Convenience Stores - Items Bought: Lottery tickets
MSHPCST027: Convenience Stores - Items Bought: Non-prescription drug/OTC
MSHPCST028: Convenience Stores - Items Bought: ATM/Financial services
MSHPCST029: Convenience Stores - Items Bought: Gas
MSHPCST030: Convenience Stores - Items Bought: Other (non-food)
MSHPCST031: Convenience Stores - Time Of Day Usually Shop: Morning (5am-10am)
MSHPCST032: Convenience Stores - Time Of Day Usually Shop: Mid Day (10am-2pm)
MSHPCST033: Convenience Stores - Time Of Day Usually Shop: Afternoon (2pm-7pm)
MSHPCST034: Convenience Stores - Time Of Day Usually Shop: Evening (7pm-midnight)
MSHPCST035: Convenience Stores - Times Shopped: AM/PM In last 6 months: Any
MSHPCST036: Convenience Stores - Times Shopped: BP Food Mart In last 6 months: Any
MSHPCST037: Convenience Stores - Times Shopped: Caseys General Store In last 6 months: Any
MSHPCST038: Convenience Stores - Times Shopped: Circle K In last 6 months: Any

MSHPCST039: Convenience Stores - Times Shopped: Citgo In last 6 months: Any
MSHPCST040: Convenience Stores - Times Shopped: Cumberland Farms In last 6 months: Any
MSHPCST041: Convenience Stores - Times Shopped: Exxon/Mobil On the Run In last 6 months: Any
MSHPCST042: Convenience Stores - Times Shopped: QuikTrip In last 6 months: Any
MSHPCST043: Convenience Stores - Times Shopped: 7-Eleven In last 6 months: Any
MSHPCST044: Convenience Stores - Times Shopped: Sheetz In last 6 months: Any
MSHPCST045: Convenience Stores - Times Shopped: Shell In last 6 months: Any
MSHPCST046: Convenience Stores - Times Shopped: Speedway In last 6 months: Any
MSHPCST047: Convenience Stores - Times Shopped: Wawa In last 6 months: Any
MSHPCST048: Convenience Stores - Times Shopped: Other In last 6 months: Any

Department/Clothing/Shoes/Specialty Stores

MSHPDPT001: Department Clothing/Shoes & Specialty Stores - Times Shopped: Abercrombie & Fitch In last 3 months: Any
MSHPDPT002: Department Clothing/Shoes & Specialty Stores - Times Shopped: A.ropostale In last 3 months: Any
MSHPDPT003: Department Clothing/Shoes & Specialty Stores - Times Shopped: American Eagle Outfitters In last 3 months: Any
MSHPDPT004: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ann Taylor In last 3 months: Any
MSHPDPT005: Department Clothing/Shoes & Specialty Stores - Times Shopped: Banana Republic In last 3 months: Any
MSHPDPT006: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bath & Body Works In last 3 months: Any
MSHPDPT007: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bealls In last 3 months: Any
MSHPDPT008: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bed Bath & Beyond In last 3 months: Any
MSHPDPT009: Department Clothing/Shoes & Specialty Stores - Times Shopped: Belk In last 3 months: Any
MSHPDPT010: Department Clothing/Shoes & Specialty Stores - Times Shopped: Big Lots In last 3 months: Any
MSHPDPT011: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bloomingdales In last 3 months: Any
MSHPDPT012: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Body Shop In last 3 months: Any
MSHPDPT013: Department Clothing/Shoes & Specialty Stores - Times Shopped: Burlington In last 3 months: Any
MSHPDPT014: Department Clothing/Shoes & Specialty Stores - Times Shopped: Champs Sports In last 3 months: Any
MSHPDPT015: Department Clothing/Shoes & Specialty Stores - Times Shopped: Chicos In last 3 months: Any
MSHPDPT016: Department Clothing/Shoes & Specialty Stores - Times Shopped: Crate & Barrel In last 3 months: Any
MSHPDPT017: Department Clothing/Shoes & Specialty Stores - Times Shopped: Davids Bridal In last 3 months: Any
MSHPDPT018: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dicks Sporting Goods In last 3 months: Any
MSHPDPT019: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dillard's In last 3 months: Any
MSHPDPT020: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Disney Store In last 3 months: Any
MSHPDPT021: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dollar General In last 3 months: Any
MSHPDPT022: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dollar Tree In last 3 months: Any
MSHPDPT024: Department Clothing/Shoes & Specialty Stores - Times Shopped: DSW In last 3 months: Any
MSHPDPT025: Department Clothing/Shoes & Specialty Stores - Times Shopped: Eddie Bauer In last 3 months: Any
MSHPDPT026: Department Clothing/Shoes & Specialty Stores - Times Shopped: Express In last 3 months: Any
MSHPDPT027: Department Clothing/Shoes & Specialty Stores - Times Shopped: Family Dollar In last 3 months: Any
MSHPDPT028: Department Clothing/Shoes & Specialty Stores - Times Shopped: Famous Footwear In last 3 months: Any
MSHPDPT029: Department Clothing/Shoes & Specialty Stores - Times Shopped: Finish Line In last 3 months: Any
MSHPDPT030: Department Clothing/Shoes & Specialty Stores - Times Shopped: Footaction In last 3 months: Any
MSHPDPT031: Department Clothing/Shoes & Specialty Stores - Times Shopped: Foot Locker In last 3 months: Any
MSHPDPT032: Department Clothing/Shoes & Specialty Stores - Times Shopped: Forever 21 In last 3 months: Any

MSHPDPT033: Department Clothing/Shoes & Specialty Stores - Times Shopped: Freds In last 3 months: Any
MSHPDPT034: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Gap In last 3 months: Any
MSHPDPT035: Department Clothing/Shoes & Specialty Stores - Times Shopped: H&M In last 3 months: Any
MSHPDPT036: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hallmark Gold Crown In last 3 months: Any
MSHPDPT072: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hobby Lobby In last 3 months: Any
MSHPDPT037: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hollister In last 3 months: Any
MSHPDPT073: Department Clothing/Shoes & Specialty Stores - Times Shopped: HomeGoods In last 3 months: Any
MSHPDPT038: Department Clothing/Shoes & Specialty Stores - Times Shopped: J.Crew In last 3 months: Any
MSHPDPT039: Department Clothing/Shoes & Specialty Stores - Times Shopped: JCPenney In last 3 months: Any
MSHPDPT040: Department Clothing/Shoes & Specialty Stores - Times Shopped: Jo-Ann Fabric and Craft In last 3 months: Any
MSHPDPT074: Department Clothing/Shoes & Specialty Stores - Times Shopped: Jos. A. Bank In last 3 months: Any
MSHPDPT041: Department Clothing/Shoes & Specialty Stores - Times Shopped: Kmart In last 3 months: Any
MSHPDPT042: Department Clothing/Shoes & Specialty Stores - Times Shopped: Kohls In last 3 months: Any
MSHPDPT043: Department Clothing/Shoes & Specialty Stores - Times Shopped: Lane Bryant In last 3 months: Any
MSHPDPT044: Department Clothing/Shoes & Specialty Stores - Times Shopped: LOFT In last 3 months: Any
MSHPDPT045: Department Clothing/Shoes & Specialty Stores - Times Shopped: Lord & Taylor In last 3 months: Any
MSHPDPT046: Department Clothing/Shoes & Specialty Stores - Times Shopped: Macys In last 3 months: Any
MSHPDPT047: Department Clothing/Shoes & Specialty Stores - Times Shopped: Marshalls In last 3 months: Any
MSHPDPT048: Department Clothing/Shoes & Specialty Stores - Times Shopped: Mens Wearhouse In last 3 months: Any
MSHPDPT049: Department Clothing/Shoes & Specialty Stores - Times Shopped: Michaels In last 3 months: Any
MSHPDPT050: Department Clothing/Shoes & Specialty Stores - Times Shopped: Military Exchange In last 3 months: Any
MSHPDPT051: Department Clothing/Shoes & Specialty Stores - Times Shopped: Neiman Marcus In last 3 months: Any
MSHPDPT052: Department Clothing/Shoes & Specialty Stores - Times Shopped: New York & Company In last 3 months: Any
MSHPDPT053: Department Clothing/Shoes & Specialty Stores - Times Shopped: Nordstrom In last 3 months: Any
MSHPDPT054: Department Clothing/Shoes & Specialty Stores - Times Shopped: Old Navy In last 3 months: Any
MSHPDPT055: Department Clothing/Shoes & Specialty Stores - Times Shopped: PacSun In last 3 months: Any
MSHPDPT057: Department Clothing/Shoes & Specialty Stores - Times Shopped: Pier 1 Imports In last 3 months: Any
MSHPDPT058: Department Clothing/Shoes & Specialty Stores - Times Shopped: Pottery Barn In last 3 months: Any
MSHPDPT059: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ross Stores In last 3 months: Any
MSHPDPT060: Department Clothing/Shoes & Specialty Stores - Times Shopped: Saks Fifth Avenue In last 3 months: Any
MSHPDPT061: Department Clothing/Shoes & Specialty Stores - Times Shopped: Sears In last 3 months: Any
MSHPDPT062: Department Clothing/Shoes & Specialty Stores - Times Shopped: Sephora In last 3 months: Any
MSHPDPT063: Department Clothing/Shoes & Specialty Stores - Times Shopped: Shoe Carnival In last 3 months: Any
MSHPDPT064: Department Clothing/Shoes & Specialty Stores - Times Shopped: Talbots In last 3 months: Any
MSHPDPT065: Department Clothing/Shoes & Specialty Stores - Times Shopped: Target In last 3 months: Any
MSHPDPT066: Department Clothing/Shoes & Specialty Stores - Times Shopped: T.J. Maxx In last 3 months: Any
MSHPDPT068: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ulta In last 3 months: Any
MSHPDPT069: Department Clothing/Shoes & Specialty Stores - Times Shopped: Victorias Secret In last 3 months: Any
MSHPDPT070: Department Clothing/Shoes & Specialty Stores - Times Shopped: Walmart In last 3 months: Any

MSHPDPT071: Department Clothing/Shoes & Specialty Stores - Times Shopped: Williams-Sonoma In last 3 months: Any

Drug Stores

MSHPDRG001: Drug Stores - Times Shopped: CVS Pharmacy In last 6 months: Any
MSHPDRG002: Drug Stores - Times Shopped: Rite Aid In last 6 months: Any
MSHPDRG004: Drug Stores - Times Shopped: Walmart Pharmacy In last 6 months: Any
MSHPDRG005: Drug Stores - Times Shopped: Walgreens In last 6 months: Any

Food Expenditures

MSHPAMT009: Food Stores - Amount Spent In Average Week: By you personally: Less than \$20
MSHPAMT010: Food Stores - Amount Spent In Average Week: By you personally: \$20 - \$39
MSHPAMT011: Food Stores - Amount Spent In Average Week: By you personally: \$40 - \$59
MSHPAMT012: Food Stores - Amount Spent In Average Week: By you personally: \$60 - \$79
MSHPAMT013: Food Stores - Amount Spent In Average Week: By you personally: \$80 - \$99
MSHPAMT014: Food Stores - Amount Spent In Average Week: By you personally: \$100 - \$119
MSHPAMT015: Food Stores - Amount Spent In Average Week: By you personally: \$120 - \$149
MSHPAMT016: Food Stores - Amount Spent In Average Week: By you personally: \$150+
MSHPGRO001: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Acme In last 6 months: Any
MSHPGRO002: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Albertsons In last 6 months: Any
MSHPGRO003: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Aldi In last 6 months: Any
MSHPGRO004: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: BI-LO In last 6 months: Any
MSHPGRO005: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Cub Foods In last 6 months: Any
MSHPGRO006: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Food Lion In last 6 months: Any
MSHPGRO007: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Fred Meyer In last 6 months: Any
MSHPGRO008: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: GNC In last 6 months: Any
MSHPGRO009: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Giant In last 6 months: Any
MSHPGRO010: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Giant Eagle In last 6 months: Any
MSHPGRO011: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Hannaford In last 6 months: Any
MSHPGRO012: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Harris Teeter In last 6 months: Any
MSHPGRO013: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: H-E-B In last 6 months: Any
MSHPGRO014: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Hy-Vee In last 6 months: Any
MSHPGRO015: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: IGA In last 6 months: Any
MSHPGRO016: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: King Soopers In last 6 months: Any
MSHPGRO017: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Kroger In last 6 months: Any
MSHPGRO018: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Meijer In last 6 months: Any
MSHPGRO019: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Military Commissary In last 6 months: Any
MSHPGRO020: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Piggly Wiggly In last 6 months: Any
MSHPGRO021: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Price Chopper In last 6 months: Any
MSHPGRO022: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Publix In last 6 months: Any
MSHPGRO023: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Ralphs In last 6 months: Any
MSHPGRO024: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Safeway In last 6 months: Any

MSHPGRO025: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Save-A-Lot In last 6 months: Any
MSHPGRO026: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: 7-Eleven In last 6 months: Any
MSHPGRO027: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Smiths In last 6 months: Any
MSHPGRO028: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Stop & Shop In last 6 months: Any
MSHPGRO029: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Target (grocery) In last 6 months: Any
MSHPGRO030: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Trader Joes In last 6 months: Any
MSHPGRO031: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Vons In last 6 months: Any
MSHPGRO039: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Walmart Neighborhood Market In last 6 months: Any
MSHPGRO032: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Walmart Supercenter (grocery) In last 6 months: Any
MSHPGRO033: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Wegmans In last 6 months: Any
MSHPGRO034: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Whole Foods Market In last 6 months: Any
MSHPGRO035: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Winn-Dixie In last 6 months: Any
MSHPGRO036: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: BJs Wholesale Club In last 6 months: Any
MSHPGRO037: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Costco Wholesale In last 6 months: Any
MSHPGRO038: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Sams Club In last 6 months: Any
MSHPSBX001: Subscription Boxes/Meal Kits: Blue Apron
MSHPSBX002: Subscription Boxes/Meal Kits: HelloFresh
MSHPSBX003: Subscription Boxes/Meal Kits: Plated

Gift Cards and Prepaid Cards

MSHPGFT001: Gift Cards & Prepaid Cards - Amount Spent In Total: Less than \$25
MSHPGFT002: Gift Cards & Prepaid Cards - Amount Spent In Total: \$25 - \$49
MSHPGFT003: Gift Cards & Prepaid Cards - Amount Spent In Total: \$50 - \$75
MSHPGFT004: Gift Cards & Prepaid Cards - Amount Spent In Total: \$76 - \$100
MSHPGFT005: Gift Cards & Prepaid Cards - Amount Spent In Total: \$101 - \$200
MSHPGFT006: Gift Cards & Prepaid Cards - Amount Spent In Total: More than \$200
MSHPGFT018: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: Less than the total amount on the card
MSHPGFT019: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: About the same amount on the card
MSHPGFT020: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: More than the amount on the card
MSHPGFT008: Gift Cards & Prepaid Cards - Received From: Family-Adult
MSHPGFT009: Gift Cards & Prepaid Cards - Received From: Family-Child under 18 years
MSHPGFT010: Gift Cards & Prepaid Cards - Received From: Friend
MSHPGFT011: Gift Cards & Prepaid Cards - Received From: Other
MSHPGFT012: Gift Cards & Prepaid Cards - When Typically Redeem: Less than one month
MSHPGFT013: Gift Cards & Prepaid Cards - When Typically Redeem: 1 month to less than 6 months
MSHPGFT014: Gift Cards & Prepaid Cards - When Typically Redeem: 6 months to less than 12 months
MSHPGFT015: Gift Cards & Prepaid Cards - When Typically Redeem: 12 months or more
MSHPGFT016: Gift Cards & Prepaid Cards - When Typically Redeem: Do not usually redeem
MSHPGFT017: Gift Cards & Prepaid Cards: Total Users: Bought Last 6 Months: Total Category

Grocery Shopping

MSHPGSD001: Grocery Shopping - Days Shopped: Sunday
MSHPGSD002: Grocery Shopping - Days Shopped: Monday
MSHPGSD003: Grocery Shopping - Days Shopped: Tuesday
MSHPGSD004: Grocery Shopping - Days Shopped: Wednesday
MSHPGSD005: Grocery Shopping - Days Shopped: Thursday
MSHPGSD006: Grocery Shopping - Days Shopped: Friday
MSHPGSD007: Grocery Shopping - Days Shopped: Saturday
MSHPGSD008: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: Less than 1 mile

MSHPGSD009: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 1 - 2 miles
MSHPGSD010: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 3 - 5 miles
MSHPGSD011: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 6 - 10 miles
MSHPGSD012: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 11+ miles
MSHPGSD013: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Always
MSHPGSD014: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Sometimes
MSHPGSD015: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Never
MSHPGSD016: Grocery Shopping - Number Of Trips: None
MSHPGSD017: Grocery Shopping - Number Of Trips: 1
MSHPGSD018: Grocery Shopping - Number Of Trips: 2
MSHPGSD019: Grocery Shopping - Number Of Trips: 3
MSHPGSD020: Grocery Shopping - Number Of Trips: 4
MSHPGSD021: Grocery Shopping - Number Of Trips: 5
MSHPGSD022: Grocery Shopping - Number Of Trips: 6
MSHPGSD023: Grocery Shopping - Number Of Trips: 7
MSHPGSD024: Grocery Shopping - Number Of Trips: 8
MSHPGSD025: Grocery Shopping - Number Of Trips: 9+
MSHPGSD026: Grocery Shopping - Purchased Groceries Over The Internet/Online: Yes
MSHPGSD027: Grocery Shopping - Time Of Day Shop: Morning
MSHPGSD028: Grocery Shopping - Time Of Day Shop: Afternoon
MSHPGSD029: Grocery Shopping - Time Of Day Shop: Evening
MSHPGSD030: Grocery Shopping - Time Of Day Shop: Various Times
MSHPGSD031: Grocery Shopping - Used Grocery Store Loyalty Card: Yes

In-Home Shopping

MSHPINH001: In Home Shopping: Bought from in home sales rep
MSHPINH002: In Home Shopping - Amount Spent In Total: Under \$50
MSHPINH003: In Home Shopping - Amount Spent In Total: \$50 - \$74
MSHPINH004: In Home Shopping - Amount Spent In Total: \$75 - \$149
MSHPINH005: In Home Shopping - Amount Spent In Total: \$150+
MSHPINH006: In Home Shopping - Companies: Amway
MSHPINH007: In Home Shopping - Companies: Avon
MSHPINH008: In Home Shopping - Companies: Mary Kay Cosmetics
MSHPINH017: In Home Shopping - Companies: Pampered Chef
MSHPINH009: In Home Shopping - Companies: Tupperware
MSHPINH010: In Home Shopping - Companies: Other
MSHPINH011: In Home Shopping - Items Bought: Cosmetics
MSHPINH012: In Home Shopping - Items Bought: Housewares
MSHPINH013: In Home Shopping - Items Bought: Clothing
MSHPINH014: In Home Shopping - Items Bought: Jewelry
MSHPINH016: In Home Shopping - Items Bought: Other

Office/Computer Supply Stores

MSHPOFF001: Office/Computer Supply Stores - Times Shopped: FedEx Office In last 12 months: Any
MSHPOFF002: Office/Computer Supply Stores - Times Shopped: Office Depot In last 12 months: Any
MSHPOFF003: Office/Computer Supply Stores - Times Shopped: OfficeMax In last 12 months: Any
MSHPOFF004: Office/Computer Supply Stores - Times Shopped: Staples In last 12 months: Any

Overnight Package/Letter Delivery Services

MSHPDEL001: Overnight Packages/Letter Delivery Services: Used in last 12 months
MSHPDEL002: Overnight Packages/Letter Delivery Services - Services Used: DHL Used for business or Personal use
MSHPDEL003: Overnight Packages/Letter Delivery Services - Services Used: FedEx Used for business or Personal use
MSHPDEL004: Overnight Packages/Letter Delivery Services - Services Used: UPS Used for business or Personal use
MSHPDEL005: Overnight Packages/Letter Delivery Services - Services Used: U.S. Postal Service Used for business or Personal use
MSHPDEL006: Overnight Packages/Letter Delivery Services - Services Used: Other Used for business or Personal use

Other Store Types

MSHPAMT001: Expenditures - Amount Spent In Total: Barber Shop: Any
MSHPAMT002: Expenditures - Amount Spent In Total: Beauty Parlor/Salon: Any
MSHPAMT003: Expenditures - Amount Spent In Total: Dry Cleaning: Any
MSHPAMT004: Expenditures - Amount Spent In Total: Flowers by Phone/Internet: Any
MSHPAMT005: Expenditures - Amount Spent In Total: Flower Shop: Any
MSHPAMT006: Expenditures - Amount Spent In Total: Laundry/Laundromats: Any
MSHPAMT007: Expenditures - Amount Spent In Total: Quick Service Copy/Printing: Any
MSHPAMT008: Expenditures - Amount Spent In Total: Total: Any

Product Samples

MSHPPSM001: Product Samples - Bought A Product After Using Sample: Yes
MSHPPSM002: Product Samples - How Obtained: Delivered in the mail
MSHPPSM003: Product Samples - How Obtained: Included with the newspaper
MSHPPSM004: Product Samples - How Obtained: Obtained in-store
MSHPPSM005: Product Samples - How Obtained: Other
MSHPPSM006: Product Samples - Used: Yes

Where Products Are Purchased

MSHPSTR001: Shopping - Where Bought: Cosmetics Department Store
MSHPSTR002: Shopping - Where Bought: Cosmetics Discount Store
MSHPSTR003: Shopping - Where Bought: Cosmetics Drug Store
MSHPSTR004: Shopping - Where Bought: Cosmetics Grocery Store
MSHPSTR005: Shopping - Where Bought: Cosmetics Online
MSHPSTR006: Shopping - Where Bought: Perfume/Cologne Department Store
MSHPSTR007: Shopping - Where Bought: Perfume/Cologne Discount Store
MSHPSTR008: Shopping - Where Bought: Perfume/Cologne Drug Store
MSHPSTR009: Shopping - Where Bought: Perfume/Cologne Grocery Store
MSHPSTR010: Shopping - Where Bought: Perfume/Cologne Online
MSHPSTR011: Shopping - Where Bought: Toiletries Department Store
MSHPSTR012: Shopping - Where Bought: Toiletries Discount Store
MSHPSTR013: Shopping - Where Bought: Toiletries Drug Store
MSHPSTR014: Shopping - Where Bought: Toiletries Grocery Store
MSHPSTR015: Shopping - Where Bought: Toiletries Online
MSHPSTR016: Shopping - Where Bought: Non-prescription drugs/OTC Department Store
MSHPSTR017: Shopping - Where Bought: Non-prescription drugs/OTC Discount Store
MSHPSTR018: Shopping - Where Bought: Non-prescription drugs/OTC Drug Store
MSHPSTR019: Shopping - Where Bought: Non-prescription drugs/OTC Grocery Store
MSHPSTR020: Shopping - Where Bought: Non-prescription drugs/OTC Online
MSHPSTR021: Shopping - Where Bought: Prescription drugs Department Store
MSHPSTR022: Shopping - Where Bought: Prescription drugs Discount Store
MSHPSTR023: Shopping - Where Bought: Prescription drugs Drug Store
MSHPSTR024: Shopping - Where Bought: Prescription drugs Grocery Store
MSHPSTR025: Shopping - Where Bought: Prescription drugs Online
MSHPSTR026: Shopping - Where Bought: Clothing Department Store
MSHPSTR027: Shopping - Where Bought: Clothing Discount Store
MSHPSTR028: Shopping - Where Bought: Clothing Drug Store
MSHPSTR029: Shopping - Where Bought: Clothing Grocery Store
MSHPSTR030: Shopping - Where Bought: Clothing Online
MSHPSTR031: Shopping - Where Bought: Shoes Department Store
MSHPSTR032: Shopping - Where Bought: Shoes Discount Store
MSHPSTR033: Shopping - Where Bought: Shoes Drug Store
MSHPSTR034: Shopping - Where Bought: Shoes Grocery Store
MSHPSTR035: Shopping - Where Bought: Shoes Online

Travel

Cruise Ships

MTVLCRU001: Cruise Ships: Taken a cruise of more than one day
MTVLCRU002: Cruise Ships - Cruise lines used: Carnival
MTVLCRU003: Cruise Ships - Cruise lines used: Celebrity
MTVLCRU004: Cruise Ships - Cruise lines used: Disney Cruise Line
MTVLCRU005: Cruise Ships - Cruise lines used: Holland America Line
MTVLCRU006: Cruise Ships - Cruise lines used: Norwegian
MTVLCRU007: Cruise Ships - Cruise lines used: Princess
MTVLCRU008: Cruise Ships - Cruise lines used: Royal Caribbean
MTVLCRU009: Cruise Ships - Cruise lines used: Other
MTVLCRU010: Cruise Ships - Number Of Cruises Taken: 1
MTVLCRU011: Cruise Ships - Number Of Cruises Taken: 2
MTVLCRU012: Cruise Ships - Number Of Cruises Taken: 3

MTVLCRU013: Cruise Ships - Number Of Cruises Taken: 4+

Domestic Travel

MTVLDOM001: Domestic Travel - Any trip within the continental US
MTVLDOM002: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Go to beach
MTVLDOM003: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: General sightseeing
MTVLDOM004: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Attend a specific event
MTVLDOM005: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Shopping
MTVLDOM006: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Fine dining
MTVLDOM007: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Play tennis
MTVLDOM008: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit National Park
MTVLDOM009: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Play golf
MTVLDOM010: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Backpacking/Hiking
MTVLDOM011: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Bicycle riding
MTVLDOM012: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Fishing
MTVLDOM013: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Hunting
MTVLDOM014: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Running/Jogging
MTVLDOM015: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Skiing (cross country/downhill)
MTVLDOM016: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Other outdoor sports or recreation
MTVLDOM017: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit relatives or friends
MTVLDOM018: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit a health spa/retreat
MTVLDOM020: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit cultural/historical site
MTVLDOM021: Domestic Travel - Airline(s) used: Any Trip: Alaska Airlines
MTVLDOM145: Domestic Travel - Airline(S) Used: Any Trip: Allegiant Air
MTVLDOM022: Domestic Travel - Airline(s) used: Any Trip: American/American Eagle
MTVLDOM023: Domestic Travel - Airline(s) used: Any Trip: Delta
MTVLDOM024: Domestic Travel - Airline(s) used: Any Trip: Frontier
MTVLDOM025: Domestic Travel - Airline(s) used: Any Trip: JetBlue
MTVLDOM026: Domestic Travel - Airline(s) used: Any Trip: Southwest
MTVLDOM027: Domestic Travel - Airline(s) used: Any Trip: United
MTVLDOM029: Domestic Travel - Airline(s) used: Any Trip: Virgin America
MTVLDOM030: Domestic Travel - Airline(s) used: Any Trip: Other
MTVLDOM031: Domestic Travel - Class of service flown: Any Trip: First Class
MTVLDOM032: Domestic Travel - Class of service flown: Any Trip: Business
MTVLDOM033: Domestic Travel - Class of service flown: Any Trip: Coach
MTVLDOM034: Domestic Travel - In-Flight Entertainment: Any Trip: Listened to radio/audio
MTVLDOM035: Domestic Travel - In-flight entertainment: Any Trip: Watched movie/Used in-flight video equipment
MTVLDOM036: Domestic Travel - In-flight entertainment: Any Trip: Read in-flight publication
MTVLDOM037: Domestic Travel - In-flight entertainment: Any Trip: Used Wi-Fi
MTVLDOM038: Domestic Travel - Means of Travel: Any Trip: Plane (charter/private)
MTVLDOM039: Domestic Travel - Means of Travel: Any Trip: Plane (scheduled)
MTVLDOM040: Domestic Travel - Means of Travel: Any Trip: Rental Vehicle
MTVLDOM041: Domestic Travel - Means of Travel: Any Trip: Personal Vehicle
MTVLDOM042: Domestic Travel - Means of Travel: Any Trip: Bus (charter or tour)
MTVLDOM043: Domestic Travel - Means of Travel: Any Trip: Bus (scheduled)
MTVLDOM045: Domestic Travel - Means of Travel: Any Trip: Motor Home/RV
MTVLDOM028: Domestic Travel - Means Of Travel: Any Trip: Amtrak
MTVLDOM044: Domestic Travel - Means Of Travel: Any Trip: Other Railroad/Train
MTVLDOM046: Domestic Travel - Number of household members on trip: Any Trip: 1
MTVLDOM047: Domestic Travel - Number of household members on trip: Any Trip: 2
MTVLDOM048: Domestic Travel - Number of household members on trip: Any Trip: 3
MTVLDOM049: Domestic Travel - Number of household members on trip: Any Trip: 4
MTVLDOM050: Domestic Travel - Number of household members on trip: Any Trip: 5+
MTVLDOM051: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: Under 500

MTVLDOM052: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: 500 - 999
MTVLDOM053: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: 1000+
MTVLDOM054: Domestic Travel - Number of nights away: Any Trip: 1
MTVLDOM055: Domestic Travel - Number of nights away: Any Trip: 2
MTVLDOM056: Domestic Travel - Number of nights away: Any Trip: 3 - 4
MTVLDOM057: Domestic Travel - Number of nights away: Any Trip: 5 - 6
MTVLDOM058: Domestic Travel - Number of nights away: Any Trip: 7 - 8
MTVLDOM059: Domestic Travel - Number of nights away: Any Trip: 9 - 14
MTVLDOM060: Domestic Travel - Number of nights away: Any Trip: 15+
MTVLDOM061: Domestic Travel - Number Of Round Trips: 1
MTVLDOM062: Domestic Travel - Number Of Round Trips: 2
MTVLDOM063: Domestic Travel - Number Of Round Trips: 3
MTVLDOM064: Domestic Travel - Number Of Round Trips: 4
MTVLDOM065: Domestic Travel - Number Of Round Trips: 5
MTVLDOM066: Domestic Travel - Number Of Round Trips: 6
MTVLDOM067: Domestic Travel - Number Of Round Trips: 7
MTVLDOM068: Domestic Travel - Number Of Round Trips: 8
MTVLDOM069: Domestic Travel - Number Of Round Trips: 9+
MTVLDOM070: Domestic Travel - Number Of Trips By Type: Business only 1
MTVLDOM071: Domestic Travel - Number Of Trips By Type: Business only 2
MTVLDOM072: Domestic Travel - Number Of Trips By Type: Business only 3+
MTVLDOM073: Domestic Travel - Number Of Trips By Type: Vacation only 1
MTVLDOM074: Domestic Travel - Number Of Trips By Type: Vacation only 2
MTVLDOM075: Domestic Travel - Number Of Trips By Type: Vacation only 3+
MTVLDOM076: Domestic Travel - Number Of Trips By Type: Personal only 1
MTVLDOM077: Domestic Travel - Number Of Trips By Type: Personal only 2
MTVLDOM078: Domestic Travel - Number Of Trips By Type: Personal only 3+
MTVLDOM079: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 1
MTVLDOM080: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 2
MTVLDOM081: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 3+
MTVLDOM082: Domestic Travel - Number Of Trips By Type: Any business 1
MTVLDOM083: Domestic Travel - Number Of Trips By Type: Any business 2
MTVLDOM084: Domestic Travel - Number Of Trips By Type: Any business 3+
MTVLDOM085: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 1
MTVLDOM086: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 2
MTVLDOM087: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 3+
MTVLDOM088: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 1
MTVLDOM089: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 2
MTVLDOM090: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 3+
MTVLDOM091: Domestic Travel - Reason for trip: Any Trip: Business (paid for by company)
MTVLDOM092: Domestic Travel - Reason for trip: Any Trip: Business (paid for by self)
MTVLDOM093: Domestic Travel - Reason for trip: Any Trip: Honeymoon
MTVLDOM094: Domestic Travel - Reason for trip: Any Trip: Vacation
MTVLDOM095: Domestic Travel - Reason for trip: Any Trip: Personal (not vacation)
MTVLDOM096: Domestic Travel - Reason for trip: Any Trip: Part business/Part vacation
MTVLDOM097: Domestic Travel - States visited: Any Trip: Maine New Hampshire Vermont
MTVLDOM098: Domestic Travel - States visited: Any Trip: Massachusetts Connecticut Rhode Island
MTVLDOM099: Domestic Travel - States visited: Any Trip: New York
MTVLDOM100: Domestic Travel - States visited: Any Trip: Pennsylvania New Jersey
MTVLDOM101: Domestic Travel - States visited: Any Trip: Delaware Maryland District of Columbia
MTVLDOM102: Domestic Travel - States visited: Any Trip: Michigan Wisconsin
MTVLDOM103: Domestic Travel - States visited: Any Trip: Ohio Indiana Illinois
MTVLDOM104: Domestic Travel - States visited: Any Trip: Nebraska Kansas
MTVLDOM105: Domestic Travel - States visited: Any Trip: North Dakota South Dakota Minnesota
MTVLDOM106: Domestic Travel - States visited: Any Trip: Iowa Missouri
MTVLDOM107: Domestic Travel - States visited: Any Trip: North Carolina South Carolina
MTVLDOM108: Domestic Travel - States visited: Any Trip: Alabama Georgia
MTVLDOM109: Domestic Travel - States visited: Any Trip: Florida
MTVLDOM110: Domestic Travel - States visited: Any Trip: Kentucky Tennessee
MTVLDOM111: Domestic Travel - States visited: Any Trip: Mississippi Louisiana
MTVLDOM112: Domestic Travel - States visited: Any Trip: Texas
MTVLDOM113: Domestic Travel - States visited: Any Trip: Arkansas Oklahoma
MTVLDOM114: Domestic Travel - States visited: Any Trip: Virginia West Virginia

MTVLDOM115: Domestic Travel - States visited: Any Trip: Montana Idaho Wyoming
MTVLDOM116: Domestic Travel - States visited: Any Trip: Washington Oregon
MTVLDOM117: Domestic Travel - States visited: Any Trip: California
MTVLDOM118: Domestic Travel - States visited: Any Trip: Utah Colorado
MTVLDOM119: Domestic Travel - States visited: Any Trip: Arizona New Mexico
MTVLDOM120: Domestic Travel - States visited: Any Trip: Nevada
MTVLDOM121: Domestic Travel - States visited by region: Any Trip: North East
MTVLDOM122: Domestic Travel - States visited by region: Any Trip: South
MTVLDOM123: Domestic Travel - States visited by region: Any Trip: North Central
MTVLDOM124: Domestic Travel - States visited by region: Any Trip: West
MTVLDOM125: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used Travel Agent
MTVLDOM126: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used Airline-Specific Internet Site
MTVLDOM127: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used General Internet Travel Site
MTVLDOM128: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Flight reservations
MTVLDOM129: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Hotel reservations
MTVLDOM130: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Entire trip
MTVLDOM146: Domestic Travel - Travel with: Any Trip: Yourself (alone)
MTVLDOM147: Domestic Travel - Travel with: Any Trip: Spouse or mate
MTVLDOM148: Domestic Travel - Travel with: Any Trip: Child(ren) less than 18 years old
MTVLDOM149: Domestic Travel - Travel with: Any Trip: Friend(s)
MTVLDOM150: Domestic Travel - Travel with: Any Trip: Other
MTVLDOM151: Domestic Travel - Viewed CNN Airport Network Television In Airport: Viewed CNN Airport Network television in airport: Any Trip
MTVLDOM131: Domestic Travel - When trip was taken: Any Trip: January - March
MTVLDOM132: Domestic Travel - When trip was taken: Any Trip: April - June
MTVLDOM133: Domestic Travel - When trip was taken: Any Trip: July - September
MTVLDOM134: Domestic Travel - When trip was taken: Any Trip: October - December
MTVLDOM135: Domestic Travel - Who decided destination: Any Trip: Yourself (alone or with someone else)
MTVLDOM136: Domestic Travel - Who decided destination: Any Trip: Travel agent
MTVLDOM137: Domestic Travel - Who decided destination: Any Trip: Spouse or mate
MTVLDOM138: Domestic Vacations - Amount Spent In Total: Less than \$1000
MTVLDOM139: Domestic Vacations - Amount Spent In Total: \$1000 - \$1499
MTVLDOM140: Domestic Vacations - Amount Spent In Total: \$1500 - \$1999
MTVLDOM141: Domestic Vacations - Amount Spent In Total: \$2000 - \$2999
MTVLDOM142: Domestic Vacations - Amount Spent In Total: \$3000 - \$4999
MTVLDOM143: Domestic Vacations - Amount Spent In Total: \$5000 - \$6999
MTVLDOM144: Domestic Vacations - Amount Spent In Total: \$7000+

Foreign Travel

MTVLFOR001: Foreign Travel (Including AK & HI): Any trip
MTVLFOR002: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Attend a specific event
MTVLFOR003: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Fine dining
MTVLFOR004: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: General sightseeing
MTVLFOR005: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Go to beach
MTVLFOR006: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Play golf
MTVLFOR007: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Running/Jogging
MTVLFOR008: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Sailing
MTVLFOR009: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Scuba diving
MTVLFOR010: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Shopping
MTVLFOR011: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Skiing (cross country/downhill)
MTVLFOR012: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Other outdoor sports or recreation
MTVLFOR013: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Visit relatives or friends
MTVLFOR165: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Visit cultural/historical site
MTVLFOR015: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Aer Lingus
MTVLFOR016: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: AeroMexico
MTVLFOR017: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Air Canada

MTVLFOR018: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Air France
MTVLFOR019: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Alaska Airlines
MTVLFOR020: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Alitalia
MTVLFOR021: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: American/American Eagle
MTVLFOR022: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: British Airways
MTVLFOR024: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Delta
MTVLFOR025: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: JetBlue
MTVLFOR026: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: KLM
MTVLFOR027: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Lufthansa
MTVLFOR166: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Southwest Airlines
MTVLFOR028: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: United
MTVLFOR030: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Virgin Atlantic
MTVLFOR031: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other Asia/Pacific based airline
MTVLFOR032: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other European based airline
MTVLFOR033: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other Latin American based airline
MTVLFOR034: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other
MTVLFOR035: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: First Class
MTVLFOR036: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: Business
MTVLFOR037: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: Coach
MTVLFOR038: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Aruba
MTVLFOR039: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Barbados
MTVLFOR040: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Bermuda
MTVLFOR041: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Bahamas
MTVLFOR042: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Cayman Islands
MTVLFOR043: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Dominican Republic
MTVLFOR044: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Jamaica
MTVLFOR045: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Puerto Rico
MTVLFOR046: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Virgin Islands
MTVLFOR047: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Caribbean Islands
MTVLFOR048: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Alaska
MTVLFOR049: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Hawaii
MTVLFOR050: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Canada
MTVLFOR051: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Mexico
MTVLFOR052: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Central America
MTVLFOR053: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: South America
MTVLFOR054: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: England
MTVLFOR055: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Ireland
MTVLFOR056: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Scotland
MTVLFOR057: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: France
MTVLFOR058: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Germany
MTVLFOR059: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Austria
MTVLFOR060: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Switzerland
MTVLFOR061: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Netherlands (Holland)

MTVLFOR062: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Scandinavia
MTVLFOR063: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Italy
MTVLFOR064: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Spain/Portugal
MTVLFOR065: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Greece
MTVLFOR066: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Western European countries
MTVLFOR067: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Russia
MTVLFOR068: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Eastern Europe
MTVLFOR069: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Turkey
MTVLFOR070: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Israel
MTVLFOR071: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Middle East
MTVLFOR072: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Japan
MTVLFOR073: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: China
MTVLFOR074: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Hong Kong
MTVLFOR075: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: India
MTVLFOR076: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: South-East Asia
MTVLFOR077: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Asian countries
MTVLFOR078: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Australia/New Zealand/South Pacific
MTVLFOR079: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Africa
MTVLFOR080: Foreign Travel (Including AK & HI) - In-Flight Entertainment: Any Trip: Listened to radio/audio
MTVLFOR081: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Watched movie/Used in-flight video equipment
MTVLFOR082: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Read in-flight publication
MTVLFOR083: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Used Wi-Fi
MTVLFOR084: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Bus
MTVLFOR085: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Personal Vehicle
MTVLFOR086: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Cruise Ship
MTVLFOR087: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Plane (charter/private)
MTVLFOR088: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Plane (scheduled flight)
MTVLFOR089: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Railroad/Train
MTVLFOR090: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Rental Vehicle
MTVLFOR091: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 1
MTVLFOR092: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 2
MTVLFOR093: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 3 - 4
MTVLFOR094: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 5 - 7
MTVLFOR095: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 8 - 10
MTVLFOR096: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 11 - 14
MTVLFOR097: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 15 - 29
MTVLFOR098: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 30+
MTVLFOR099: Foreign Travel (Including AK & HI) - Number Of Trips: 1
MTVLFOR100: Foreign Travel (Including AK & HI) - Number Of Trips: 2
MTVLFOR101: Foreign Travel (Including AK & HI) - Number Of Trips: 3
MTVLFOR102: Foreign Travel (Including AK & HI) - Number Of Trips: 4
MTVLFOR103: Foreign Travel (Including AK & HI) - Number Of Trips: 5
MTVLFOR104: Foreign Travel (Including AK & HI) - Number Of Trips: 6
MTVLFOR105: Foreign Travel (Including AK & HI) - Number Of Trips: 7
MTVLFOR106: Foreign Travel (Including AK & HI) - Number Of Trips: 8
MTVLFOR107: Foreign Travel (Including AK & HI) - Number Of Trips: 9+

MTVLFOR108: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 1
MTVLFOR109: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 2
MTVLFOR110: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 3+
MTVLFOR111: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 1
MTVLFOR112: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 2
MTVLFOR113: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 3+
MTVLFOR114: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 1
MTVLFOR115: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 2
MTVLFOR116: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 3+
MTVLFOR144: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 1
MTVLFOR145: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 2
MTVLFOR146: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 3+
MTVLFOR120: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 1
MTVLFOR121: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 2
MTVLFOR122: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 3+
MTVLFOR123: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 1
MTVLFOR124: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 2
MTVLFOR125: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 3+
MTVLFOR126: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 1
MTVLFOR127: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 2
MTVLFOR128: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 3+
MTVLFOR129: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 1
MTVLFOR130: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 2
MTVLFOR131: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 3+
MTVLFOR132: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 1
MTVLFOR133: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 2
MTVLFOR134: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 3+
MTVLFOR135: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 1
MTVLFOR136: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 2
MTVLFOR137: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 3+
MTVLFOR138: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 1
MTVLFOR139: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 2
MTVLFOR140: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 3+
MTVLFOR141: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 1
MTVLFOR142: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 2
MTVLFOR143: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 3+
MTVLFOR182: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 1
MTVLFOR183: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 2
MTVLFOR184: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 3+

MTVLFOR147: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Business (paid by firm)
MTVLFOR148: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Honeymoon
MTVLFOR149: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Vacation
MTVLFOR150: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Personal (not vacation)
MTVLFOR151: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Business/Vacation combined
MTVLFOR152: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used Travel Agent
MTVLFOR153: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used Airline-Specific Internet Site
MTVLFOR154: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used General Internet Travel Site
MTVLFOR155: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Flight Reservations
MTVLFOR156: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Hotel Reservations
MTVLFOR157: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Local Sighting
MTVLFOR158: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Entire Trip
MTVLFOR159: Foreign Travel (Including AK & HI) - Travel Package: Any Trip: Trip taken on an all inclusive travel package
MTVLFOR172: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Yourself (alone)
MTVLFOR173: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Spouse or mate
MTVLFOR174: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Child(ren) less than 18 years old
MTVLFOR175: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Friend(s)
MTVLFOR176: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Other
MTVLFOR177: Foreign Travel (Including AK & HI) - Any Trip: Viewed CNN Airport Network television in airport
MTVLFOR160: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: January - March
MTVLFOR161: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: April - June
MTVLFOR162: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: July - September
MTVLFOR163: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: October - December
MTVLFOR179: Foreign Travel (Including AK & HI) - Year Trip Was Taken: Any Trip: 2018
MTVLFOR180: Foreign Travel (Including AK & HI) - Year trip was taken: Any Trip: 2017
MTVLFOR181: Foreign Travel (Including AK & HI) - Year trip was taken: Any Trip: 2016
MTVLFOR167: Foreign Vacations - Amount Spent In Total: Less than \$1000
MTVLFOR168: Foreign Vacations - Amount Spent In Total: \$1000 - \$2999
MTVLFOR169: Foreign Vacations - Amount Spent In Total: \$3000 - \$5999
MTVLFOR170: Foreign Vacations - Amount Spent In Total: \$6000 - \$7999
MTVLFOR171: Foreign Vacations - Amount Spent In Total: \$8000+

Passport

MTVLPRK002: Passport: Own a valid passport

Frequent Flier Membership

MTVLFPP001: Frequent Flyer - Member Of: Yes I belong to the Frequent flyer club
MTVLFPP002: Frequent Flyer - Programs Member Of: American AAdvantage Any
MTVLFPP003: Frequent Flyer - Programs Member Of: Delta SkyMiles Any
MTVLFPP004: Frequent Flyer - Programs Member Of: JetBlue TrueBlue Any
MTVLFPP005: Frequent Flyer - Programs Member Of: Southwest Rapid Rewards Any
MTVLFPP006: Frequent Flyer - Programs Member Of: United MileagePlus Any
MTVLFPP007: Frequent Flyer - Programs Member Of: Other Any
MTVLFPP008: Frequent Flyer - Redeemed Miles: Yes

Hotels and Motels

MTVLHOT001: Hotel Rewards Programs - Currently Enrolled In Any: Yes
MTVLHOT061: Hotel Rewards Programs - Program(s) member of: Hilton Honors
MTVLHOT083: Hotel Rewards Programs - Program(s) member of: World of Hyatt
MTVLHOT084: Hotel Rewards Programs - Program(s) member of: Marriott Bonvoy
MTVLHOT063: Hotel Rewards Programs - Program(s) member of: IHG Rewards Club
MTVLHOT066: Hotel Rewards Programs - Program(s) member of: Wyndham Rewards
MTVLHOT067: Hotel Rewards Programs - Program(s) member of: Other
MTVLHOT068: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: Airbnb

MTVLHOT069: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: Airbnb
MTVLHOT070: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: Airbnb
MTVLHOT071: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: HomeAway
MTVLHOT072: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: HomeAway
MTVLHOT073: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: HomeAway
MTVLHOT074: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: VRBO
MTVLHOT075: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: VRBO
MTVLHOT076: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: VRBO
MTVLHOT077: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: Other
MTVLHOT078: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: Other
MTVLHOT079: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: Other
MTVLHOT002: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 1
MTVLHOT003: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 2
MTVLHOT004: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 3 - 4
MTVLHOT005: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 5 - 7
MTVLHOT006: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 8 - 10
MTVLHOT007: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 11 - 14
MTVLHOT008: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 15+
MTVLHOT009: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Americas Best Value Inn
MTVLHOT010: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Baymont Inns & Suites
MTVLHOT011: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Best Western
MTVLHOT012: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Clarion
MTVLHOT013: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Comfort Inn
MTVLHOT014: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Comfort Suites
MTVLHOT015: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Country Inns & Suites
MTVLHOT016: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Courtyard (by Marriott)
MTVLHOT017: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Crowne Plaza
MTVLHOT018: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Days Inn
MTVLHOT019: Hotels Motels & Other Lodging - Where stayed: In last 12 months: DoubleTree
MTVLHOT020: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Econo Lodge
MTVLHOT021: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Embassy Suites
MTVLHOT022: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Fairfield Inn (by Marriott)
MTVLHOT023: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Four Seasons
MTVLHOT080: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Great Wolf Lodge
MTVLHOT024: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hampton Inn & Suites
MTVLHOT025: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hilton
MTVLHOT026: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hilton Garden Inn
MTVLHOT027: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Holiday Inn
MTVLHOT028: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Holiday Inn Express
MTVLHOT029: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Homewood Suites (by Hilton)

MTVLHOT030: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Howard Johnson
MTVLHOT031: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hyatt
MTVLHOT032: Hotels Motels & Other Lodging - Where stayed: In last 12 months: InterContinental Hotels
MTVLHOT033: Hotels Motels & Other Lodging - Where stayed: In last 12 months: La Quinta Inns & Suites
MTVLHOT034: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Marriott Hotels Resorts and Suites
MTVLHOT035: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Microtel (by Wyndham)
MTVLHOT036: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Motel 6
MTVLHOT081: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Omni
MTVLHOT037: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Quality Inn
MTVLHOT038: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Radisson
MTVLHOT039: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Ramada
MTVLHOT040: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Red Roof Inn
MTVLHOT041: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Renaissance
MTVLHOT042: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Residence Inn (by Marriott)
MTVLHOT043: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Ritz-Carlton
MTVLHOT082: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sandals/Beaches
MTVLHOT044: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sheraton
MTVLHOT045: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sleep Inn
MTVLHOT046: Hotels Motels & Other Lodging - Where stayed: In last 12 months: SpringHill Suites (by Marriott)
MTVLHOT047: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Super 8
MTVLHOT048: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Travelodge
MTVLHOT049: Hotels Motels & Other Lodging - Where stayed: In last 12 months: W Hotel
MTVLHOT050: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Westin
MTVLHOT051: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Wyndham
MTVLHOT052: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other hotel/motel (chain)
MTVLHOT053: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other hotel/motel (non-chain)
MTVLHOT054: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Bed and Breakfast
MTVLHOT055: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other
MTVLHOT056: Hotels Motels & Other Lodging - Who makes reservation: Net Any Hotel/Motel/Other Lodging: Self
MTVLHOT057: Hotels Motels & Other Lodging - Who makes reservation: Net Any Hotel/Motel/Other Lodging: Other family member
MTVLHOT058: Hotels Motels & Other Lodging - Who makes reservation: Net Any Hotel/Motel/Other Lodging: Administrative Assistant
MTVLHOT059: Hotels Motels & Other Lodging - Who makes reservation: Net Any Hotel/Motel/Other Lodging: Travel Agent
MTVLHOT060: Hotels Motels & Other Lodging - Who makes reservation: Net Any Hotel/Motel/Other Lodging: Other

Theme Parks

MTVLPRK001: Indoor Water Park - Visited In Last 12 Months: Yes
MTVLPRK003: Theme Parks - Number Of Different Days Visited: 1
MTVLPRK004: Theme Parks - Number Of Different Days Visited: 2
MTVLPRK005: Theme Parks - Number Of Different Days Visited: 3
MTVLPRK006: Theme Parks - Number Of Different Days Visited: 4
MTVLPRK007: Theme Parks - Number Of Different Days Visited: 5
MTVLPRK008: Theme Parks - Number Of Different Days Visited: 6
MTVLPRK009: Theme Parks - Number Of Different Days Visited: 7-9
MTVLPRK010: Theme Parks - Number Of Different Days Visited: 10-19
MTVLPRK011: Theme Parks - Number Of Different Days Visited: 20+
MTVLPRK012: Theme Parks - Visited: Visited A Theme Park
MTVLPRK013: Theme Parks - Visited: Adventure Island (Florida)
MTVLPRK014: Theme Parks - Visited: Aquatica (California Florida Texas)
MTVLPRK015: Theme Parks - Visited: Busch Gardens (Florida)
MTVLPRK016: Theme Parks - Visited: Busch Gardens (Virginia)

MTVLPRK024: Theme Parks - Visited: Californias Great America
MTVLPRK017: Theme Parks - Visited: Carowinds (North Carolina)
MTVLPRK018: Theme Parks - Visited: Cedar Point (Ohio)
MTVLPRK019: Theme Parks - Visited: Discovery Cove (Florida)
MTVLPRK020: Theme Parks - Visited: Disney California Adventure Park
MTVLPRK021: Theme Parks - Visited: Disneyland (California)
MTVLPRK022: Theme Parks - Visited: Dollywood (Tennessee)
MTVLPRK023: Theme Parks - Visited: Dorney Park & Wildwater Kingdom (Penn.)
MTVLPRK061: Theme Parks - Visited: Great Wolf Lodge
MTVLPRK025: Theme Parks - Visited: Hersheypark (Pennsylvania)
MTVLPRK026: Theme Parks - Visited: Kings Dominion (Virginia)
MTVLPRK027: Theme Parks - Visited: Sea World (Ohio)
MTVLPRK028: Theme Parks - Visited: Knotts Berry Farm (California)
MTVLPRK029: Theme Parks - Visited: Legoland (California)
MTVLPRK062: Theme Parks - Visited: Legoland (Florida)
MTVLPRK030: Theme Parks - Visited: Sea World (California)
MTVLPRK031: Theme Parks - Visited: Sea World (Florida)
MTVLPRK032: Theme Parks - Visited: Sea World (Texas)
MTVLPRK033: Theme Parks - Visited: Sesame Place (Pennsylvania)
MTVLPRK034: Theme Parks - Visited: Six Flags America (Maryland)
MTVLPRK035: Theme Parks - Visited: Six Flags Discovery Kingdom (California)
MTVLPRK036: Theme Parks - Visited: Six Flags Fiesta Texas
MTVLPRK037: Theme Parks - Visited: Six Flags Great Adventure (New Jersey)
MTVLPRK038: Theme Parks - Visited: Six Flags Great America (Illinois)
MTVLPRK039: Theme Parks - Visited: Six Flags Magic Mountain (California)
MTVLPRK040: Theme Parks - Visited: Six Flags New England (Massachusetts)
MTVLPRK041: Theme Parks - Visited: Six Flags Over Georgia
MTVLPRK042: Theme Parks - Visited: Six Flags Over Texas
MTVLPRK043: Theme Parks - Visited: Six Flags St. Louis
MTVLPRK044: Theme Parks - Visited: Other Six Flags
MTVLPRK045: Theme Parks - Visited: Universal Studios (California)
MTVLPRK046: Theme Parks - Visited: Universal Studios (Florida)
MTVLPRK047: Theme Parks - Visited: Universals Islands of Adventure (Florida)
MTVLPRK048: Theme Parks - Visited: Walt Disney World (Florida): Blizzard Beach
MTVLPRK049: Theme Parks - Visited: Walt Disney World (Florida): Disneys Animal Kingdom
MTVLPRK050: Theme Parks - Visited: Walt Disney World (Florida): Disneys Hollywood Stud**
MTVLPRK051: Theme Parks - Visited: Walt Disney World (Florida): Epcot Center
MTVLPRK052: Theme Parks - Visited: Walt Disney World (Florida): Magic Kingdom
MTVLPRK053: Theme Parks - Visited: Walt Disney World (Florida): Typhoon Lagoon
MTVLPRK054: Theme Parks - Visited: Water Country USA (Virginia)
MTVLPRK056: Theme Parks - Visited: Wisconsin Dells
MTVLPRK057: Theme Parks - Visited: Other
MTVLPRK058: Theme Parks - Who made decision to visit: Yourself (Alone or with someone else)
MTVLPRK059: Theme Parks - Who made decision to visit: Child
MTVLPRK060: Theme Parks - Who made decision to visit: Someone Else

Round Trips By Plane

MTVLAIR001: Round Trips By Plane - Within Continental U.S. for Business: 1
MTVLAIR002: Round Trips By Plane - Within Continental U.S. for Business: 2
MTVLAIR003: Round Trips By Plane - Within Continental U.S. for Business: 3
MTVLAIR004: Round Trips By Plane - Within Continental U.S. for Business: 4
MTVLAIR005: Round Trips By Plane - Within Continental U.S. for Business: 5
MTVLAIR006: Round Trips By Plane - Within Continental U.S. for Business: 6 - 7
MTVLAIR007: Round Trips By Plane - Within Continental U.S. for Business: 8 - 9
MTVLAIR008: Round Trips By Plane - Within Continental U.S. for Business: 10 - 14
MTVLAIR009: Round Trips By Plane - Within Continental U.S. for Business: 15 - 19
MTVLAIR010: Round Trips By Plane - Within Continental U.S. for Business: 20 - 29
MTVLAIR011: Round Trips By Plane - Within Continental U.S. for Business: 30 - 49
MTVLAIR012: Round Trips By Plane - Within Continental U.S. for Business: 50+
MTVLAIR013: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 1
MTVLAIR014: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 2
MTVLAIR015: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 3
MTVLAIR016: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 4
MTVLAIR017: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 5
MTVLAIR018: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 6 - 7
MTVLAIR019: Round Trips By Plane - Within Continental U.S. for Vacation/Personal/Honeymoon: 8 - 9

MTVLAIR020: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 10 - 14
MTVLAIR021: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 15 - 19
MTVLAIR022: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 20 - 29
MTVLAIR023: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 30 - 49
MTVLAIR024: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 50+