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- AS Agree Strongly
- SA Somewhat agree
- SD Somewhat disagree
- DS Disagree strongly

### Apparel and Accessories

#### Athletic Shoes

- MAPPSH001: Athletic Shoes - Total Spent: Any Under \$50
  - MAPPSH002: Athletic Shoes - Total Spent: Any \$50 - \$74
  - MAPPSH003: Athletic Shoes - Total Spent: Any \$75 - \$149
  - MAPPSH004: Athletic Shoes - Total Spent: Any \$150+
  - MAPPSH005: Athletic Shoes - Total Spent: Any \$75+
  - MAPPSH006: Athletic Shoes - Brands Bought: Adidas
  - MAPPSH007: Athletic Shoes - Brands Bought: Airwalk
  - MAPPSH008: Athletic Shoes - Brands Bought: Asics
  - MAPPSH009: Athletic Shoes - Brands Bought: Avia
  - MAPPSH010: Athletic Shoes - Brands Bought: Brooks
  - MAPPSH011: Athletic Shoes - Brands Bought: Converse
  - MAPPSH012: Athletic Shoes - Brands Bought: Easy Spirit
  - MAPPSH014: Athletic Shoes - Brands Bought: Fila
  - MAPPSH015: Athletic Shoes - Brands Bought: Jordan
  - MAPPSH016: Athletic Shoes - Brands Bought: Keds
  - MAPPSH017: Athletic Shoes - Brands Bought: K-Swiss
  - MAPPSH018: Athletic Shoes - Brands Bought: Merrell
  - MAPPSH019: Athletic Shoes - Brands Bought: New Balance
  - MAPPSH020: Athletic Shoes - Brands Bought: Nike
  - MAPPSH021: Athletic Shoes - Brands Bought: Puma
  - MAPPSH022: Athletic Shoes - Brands Bought: Reebok
  - MAPPSH023: Athletic Shoes - Brands Bought: Rockport
  - MAPPSH024: Athletic Shoes - Brands Bought: Saucony
  - MAPPSH025: Athletic Shoes - Brands Bought: Skechers
  - MAPPSH026: Athletic Shoes - Brands Bought: Timberland
  - MAPPSH027: Athletic Shoes - Brands Bought: Under Armour
  - MAPPSH028: Athletic Shoes - Brands Bought: Vans
  - MAPPSH029: Athletic Shoes - Brands Bought: Wolverine
  - MAPPSH030: 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 Any
- #### Clothing Expenditures
- MAPEXP001: Clothing Expenditures - Total Spent: Under \$100
  - MAPEXP002: Clothing Expenditures - Total Spent: \$100 - \$299
  - MAPEXP003: Clothing Expenditures - Total Spent: \$300 - \$499
  - MAPEXP004: Clothing Expenditures - Total Spent: \$500 - \$999
  - MAPEXP005: Clothing Expenditures - Total Spent: \$1000 - \$1999
  - MAPEXP006: Clothing Expenditures - Total Spent: \$2000 - \$2999
  - MAPEXP007: Clothing Expenditures - Total Spent: \$3000+
  - MAPEXP008: Clothing Expenditures - Total Spent: \$2000+
- #### Costume Jewelry
- MAPJWL001: Costume Jewelry: Bracelet Any
  - MAPJWL002: Costume Jewelry: Pin 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
- 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

MAPJWL003: Costume Jewelry: Earrings Any  
 MAPJWL004: Costume Jewelry: Necklace Any  
 MAPJWL005: Costume Jewelry: Ring Any  
 MAPJWL006: Costume Jewelry - Total Spent: <\$25  
 MAPJWL007: Costume Jewelry - Total Spent: \$25 - \$49  
 MAPJWL008: Costume Jewelry - Total Spent: \$50 - \$99  
 MAPJWL009: Costume Jewelry - Total Spent: \$100 - \$199  
 MAPJWL010: Costume Jewelry - Total Spent: \$200+  
 MAPJWL011: Costume Jewelry - Summary: Bought any  
 Fine Jewelry  
 MAPJWL012: Fine Jewelry - Total Spent: Under \$100  
 MAPJWL013: Fine Jewelry - Total Spent: \$100 - \$399  
 MAPJWL014: Fine Jewelry - Total Spent: \$400 - \$749  
 MAPJWL015: Fine Jewelry - Total Spent: \$750 - \$999  
 MAPJWL016: Fine Jewelry - Total Spent: \$1000 - \$1499  
 MAPJWL017: Fine Jewelry - Total Spent: \$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: Fine Jewelry - Kinds Summary: Bought 1 Item  
 MAPJWL025: Fine Jewelry - Kinds Summary: Bought 2 Items  
 MAPJWL026: Fine Jewelry - Kinds Summary: Bought 3 Items  
 MAPJWL027: Fine Jewelry - Kinds Summary: Bought 4 Items  
 MAPJWL028: Fine Jewelry - Kinds Summary: Bought 5-6 Items  
 MAPJWL029: Fine Jewelry - Kinds Summary: Bought 7+ Items  
 MAPJWL030: Fine Jewelry - Purchased for: Yourself  
 MAPJWL031: Fine Jewelry - Purchased for: Someone else (gift)  
 MAPJWL032: 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: Fine Jewelry - Where Purchased: Independent Jeweler  
 MAPJWL039: Fine Jewelry - Where Purchased: Department Store  
 MAPJWL040: Fine Jewelry - Where Purchased: Jared  
 MAPJWL041: Fine Jewelry - Where Purchased: Kay Jewelers  
 MAPJWL046: Fine Jewelry - Where Purchased: Swarovski  
 MAPJWL042: Fine Jewelry - Where Purchased: Zales  
 MAPJWL043: Fine Jewelry - Where Purchased: Other Retail Chain  
 MAPJWL044: Fine Jewelry - Where Purchased: Warehouse/Club Store  
 MAPJWL045: Fine Jewelry - Where Purchased: Other  
 Men's Clothing  
 MAPMEN001: Men's Clothing - Brands: Adidas  
 MAPMEN002: Men's Clothing - Brands: Armani  
 MAPMEN003: Men's Clothing - Brands: Banana Republic  
 MAPMEN004: Men's Clothing - Brands: Brooks Brothers  
 MAPMEN005: Men's Clothing - Brands: Calvin Klein  
 MAPMEN006: Men's Clothing - Brands: Carhartt  
 MAPMEN007: Men's Clothing - Brands: Champion  
 MAPMEN008: Men's Clothing - Brands: Claiborne  
 MAPMEN060: Men's Clothing - Brands: Columbia  
 MAPMEN009: Men's Clothing - Brands: Dickies  
 MAPMEN010: Men's Clothing - Brands: DKNY  
 MAPMEN011: Men's Clothing - Brands: Dockers  
 MAPMEN012: Men's Clothing - Brands: Eddie Bauer  
 MAPMEN013: Men's Clothing - Brands: Express  
 MAPMEN014: Men's Clothing - Brands: Fruit of the Loom  
 MAPMEN015: Men's Clothing - Brands: The Gap  
 MAPMEN016: Men's Clothing - Brands: H&M  
 MAPMEN017: Men's Clothing - Brands: Hagar  
 MAPMEN018: Men's Clothing - Brands: Hanes  
 MAPMEN061: Men's Clothing - Brands: Hugo Boss  
 MAPMEN062: Men's Clothing - Brands: IZOD  
 MAPMEN019: Men's Clothing - Brands: Jockey  
 MAPMEN021: Men's Clothing - Brands: Kenneth Cole

MAPMEN022: Men's Clothing - Brands: Lacoste  
 MAPMEN023: Men's Clothing - Brands: Lands End  
 MAPMEN024: Men's Clothing - Brands: Lee  
 MAPMEN025: Men's Clothing - Brands: Levis  
 MAPMEN026: Men's Clothing - Brands: Nautica  
 MAPMEN027: Men's Clothing - Brands: Nike  
 MAPMEN063: Men's Clothing - Brands: The North Face  
 MAPMEN028: Men's Clothing - Brands: Old Navy  
 MAPMEN064: Men's Clothing - Brands: Patagonia  
 MAPMEN029: Men's Clothing - Brands: Polo  
 MAPMEN030: Men's Clothing - Brands: Ralph Lauren  
 MAPMEN031: Men's Clothing - Brands: Reebok  
 MAPMEN032: Men's Clothing - Brands: Russell Athletic  
 MAPMEN065: Men's Clothing - Brands: Speedo  
 MAPMEN033: Men's Clothing - Brands: Tommy Hilfinger  
 MAPMEN034: Men's Clothing - Brands: Under Armour  
 MAPMEN066: Men's Clothing - Brands: Van Heusen  
 MAPMEN035: Men's Clothing - Brands: Wrangler  
 MAPMEN067: Men's Clothing - Brands: Other  
 MAPMEN036: Men's Clothing: Summary: Bought any  
 MAPMEN037: Men's Clothing: Summary: Bought one item  
 MAPMEN038: Men's Clothing: Summary: Bought two items  
 MAPMEN039: Men's Clothing: Summary: Bought three or more items  
 MAPMEN040: Men's Clothing: Summary - Big Ticket: Bought any  
 MAPMEN041: Men's Clothing: Summary - Big Ticket: Bought one item  
 MAPMEN042: Men's Clothing: Summary - Big Ticket: Bought two items  
 MAPMEN043: Men's Clothing: Summary - Big Ticket: Bought three or more items  
 MAPMEN044: Men's Clothing: Summary - Low Ticket: Bought any  
 MAPMEN045: Men's Clothing: Summary - Low Ticket: Bought one item  
 MAPMEN046: Men's Clothing: Summary - Low Ticket: Bought two items  
 MAPMEN047: Men's Clothing: Summary - Low Ticket: Bought three or more items  
 MAPMEN048: Men's Clothing: Summary Big Ticket - Total Spent: <\$100  
 MAPMEN049: Men's Clothing: Summary Big Ticket - Total Spent: \$100 - \$199  
 MAPMEN050: Men's Clothing: Summary Big Ticket - Total Spent: \$200 - \$299  
 MAPMEN051: Men's Clothing: Summary Big Ticket - Total Spent: \$300 - \$499  
 MAPMEN052: Men's Clothing: Summary Big Ticket - Total Spent: \$500 or more  
 MAPMEN053: Men's Clothing: Summary Low Ticket - Total Spent: <\$50  
 MAPMEN054: Men's Clothing: Summary Low Ticket - Total Spent: \$50 - \$99  
 MAPMEN055: Men's Clothing: Summary Low Ticket - Total Spent: \$100 - \$199  
 MAPMEN056: Men's Clothing: Summary Low Ticket - Total Spent: \$200 - \$299  
 MAPMEN057: Men's Clothing: Summary Low Ticket - Total Spent: \$300 - \$499  
 MAPMEN058: Men's Clothing: Summary Low Ticket - Total Spent: \$500 - \$999  
 MAPMEN059: Men's Clothing: Summary Low Ticket - Total Spent: \$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+

MAPSH0067: Shoes - Amount Spent In Total: Slippers: Under \$50  
 MAPSH0068: Shoes - Amount Spent In Total: Slippers: \$50 - \$99  
 MAPSH0069: Shoes - Amount Spent In Total: Slippers: \$100 - \$249  
 MAPSH0070: Shoes - Amount Spent In Total: Slippers: \$250+  
 MAPSH0071: Shoes - Amount Spent In Total: Slippers: \$100+  
 MAPSH0072: Shoes - Amount Spent In Total: Western boots: Under \$50  
 MAPSH0073: Shoes - Amount Spent In Total: Western boots: \$50 - \$99  
 MAPSH0074: Shoes - Amount Spent In Total: Western boots: \$100 - \$249  
 MAPSH0075: Shoes - Amount Spent In Total: Western boots: \$250+  
 MAPSH0076: Shoes - Amount Spent In Total: Western boots: \$100+  
 MAPSH0077: Shoes - Amount Spent In Total: Work boots: Under \$50  
 MAPSH0078: Shoes - Amount Spent In Total: Work boots: \$50 - \$99  
 MAPSH0079: Shoes - Amount Spent In Total: Work boots: \$100 - \$249  
 MAPSH0080: Shoes - Amount Spent In Total: Work boots: \$250+  
 MAPSH0081: Shoes - Amount Spent In Total: Work boots: \$100+  
 MAPSH0082: Shoes - Amount Spent In Total: Other work shoes: Under \$50  
 MAPSH0083: Shoes - Amount Spent In Total: Other work shoes: \$50 - \$99  
 MAPSH0084: Shoes - Amount Spent In Total: Other work shoes: \$100 - \$249  
 MAPSH0085: Shoes - Amount Spent In Total: Other work shoes: \$250+  
 MAPSH0086: Shoes - Amount Spent In Total: Other work shoes: \$100+  
 MAPSH0087: Shoes - Amount Spent In Total: Other: Under \$50  
 MAPSH0088: Shoes - Amount Spent In Total: Other: \$50 - \$99  
 MAPSH0089: Shoes - Amount Spent In Total: Other: \$100 - \$249  
 MAPSH0090: Shoes - Amount Spent In Total: Other: \$250+  
 MAPSH0091: Shoes - Amount Spent In Total: Other: \$100+  
 MAPSH0001: Shoes - Total Spent: Any Under \$50  
 MAPSH0002: Shoes - Total Spent: Any \$50 - \$99  
 MAPSH0003: Shoes - Total Spent: Any \$100 - \$249  
 MAPSH0004: Shoes - Total Spent: Any \$250+  
 MAPSH0005: Shoes - Total Spent: Any \$100+  
 MAPSH0006: Shoes - Brands: Aerosoles  
 MAPSH0007: Shoes - Brands: ALDO  
 MAPSH0008: Shoes - Brands: Allen-Edmonds  
 MAPSH0009: Shoes - Brands: Anne Klein  
 MAPSH0010: Shoes - Brands: BÄ\_m  
 MAPSH0011: Shoes - Brands: Clarks  
 MAPSH0012: Shoes - Brands: Coach  
 MAPSH0013: Shoes - Brands: Cole Haan  
 MAPSH0014: Shoes - Brands: Crocs  
 MAPSH0015: Shoes - Brands: Ecco  
 MAPSH0016: Shoes - Brands: Florsheim  
 MAPSH0017: Shoes - Brands: Havaianas  
 MAPSH0018: Shoes - Brands: Johnston & Murphy  
 MAPSH0019: Shoes - Brands: Keen  
 MAPSH0020: Shoes - Brands: Kenneth Cole  
 MAPSH0021: Shoes - Brands: Naturalizer  
 MAPSH0022: Shoes - Brands: Nina  
 MAPSH0023: Shoes - Brands: Nine West  
 MAPSH0092: Shoes - Brands: Red Wing  
 MAPSH0024: Shoes - Brands: Rockport  
 MAPSH0025: Shoes - Brands: Skechers  
 MAPSH0026: Shoes - Brands: Sperry  
 MAPSH0027: Shoes - Brands: Stacy Adams  
 MAPSH0028: Shoes - Brands: Steve Madden  
 MAPSH0029: Shoes - Brands: UGG  
 MAPSH0030: Shoes - Brands: Other  
 MAPSH0031: Shoes - Number Of Pairs Bought: Canvas Any  
 MAPSH0032: Shoes - Number Of Pairs Bought: Casual/leisure Any  
 MAPSH0033: Shoes - Number Of Pairs Bought: Dress boots Any  
 MAPSH0034: Shoes - Number Of Pairs Bought: Dress shoes Any  
 MAPSH0035: Shoes - Number Of Pairs Bought: Sandals Any  
 MAPSH0036: Shoes - Number Of Pairs Bought: Slippers Any  
 MAPSH0037: Shoes - Number Of Pairs Bought: Western boots Any  
 MAPSH0038: Shoes - Number Of Pairs Bought: Work boots Any  
 MAPSH0039: Shoes - Number Of Pairs Bought: Other work shoes Any  
 MAPSH0040: Shoes - Number Of Pairs Bought: Other Any  
 MAPSH0041: Shoes - Number Of Pairs Bought: Any Any  
 Women's Clothing  
 MAPWOM001: Women's Clothing - Brands: Adidas  
 MAPWOM002: Women's Clothing - Brands: Alfred Dunner  
 MAPWOM003: Women's Clothing - Brands: Ann Taylor  
 MAPWOM004: Women's Clothing - Brands: Anne Klein  
 MAPWOM005: Women's Clothing - Brands: Armani  
 MAPWOM006: Women's Clothing - Brands: Banana Republic  
 MAPWOM007: Women's Clothing - Brands: Calvin Klein  
 MAPWOM008: Women's Clothing - Brands: Champion  
 MAPWOM067: Women's Clothing - Brands: Columbia  
 MAPWOM009: Women's Clothing - Brands: Dansk  
 MAPWOM010: Women's Clothing - Brands: DKNY  
 MAPWOM011: Women's Clothing - Brands: Dockers  
 MAPWOM012: Women's Clothing - Brands: Eddie Bauer  
 MAPWOM013: Women's Clothing - Brands: Express  
 MAPWOM014: Women's Clothing - Brands: The Gap  
 MAPWOM015: Women's Clothing - Brands: Guess  
 MAPWOM016: Women's Clothing - Brands: H&M  
 MAPWOM017: Women's Clothing - Brands: Hanes  
 MAPWOM018: Women's Clothing - Brands: Inc  
 MAPWOM068: Women's Clothing - Brands: IZOD  
 MAPWOM019: Women's Clothing - Brands: Jones New York  
 MAPWOM020: Women's Clothing - Brands: Juicy Couture  
 MAPWOM021: Women's Clothing - Brands: Kenneth Cole  
 MAPWOM022: Women's Clothing - Brands: Lacoste  
 MAPWOM023: Women's Clothing - Brands: Lee  
 MAPWOM024: Women's Clothing - Brands: Levis  
 MAPWOM025: Women's Clothing - Brands: Liz Claiborne  
 MAPWOM026: Women's Clothing - Brands: LOFT  
 MAPWOM027: Women's Clothing - Brands: Lucky Brand  
 MAPWOM069: Women's Clothing - Brands: Lulelemon  
 MAPWOM028: Women's Clothing - Brands: New York & Company  
 MAPWOM029: Women's Clothing - Brands: Nike  
 MAPWOM070: Women's Clothing - Brands: The North Face  
 MAPWOM030: Women's Clothing - Brands: Not Your Daughters Jeans  
 MAPWOM031: Women's Clothing - Brands: Old Navy  
 MAPWOM071: Women's Clothing - Brands: Patagonia  
 MAPWOM032: Women's Clothing - Brands: Polo  
 MAPWOM033: Women's Clothing - Brands: Ralph Lauren  
 MAPWOM034: Women's Clothing - Brands: Reebok  
 MAPWOM035: Women's Clothing - Brands: Riders  
 MAPWOM036: Women's Clothing - Brands: Sag Harbor  
 MAPWOM037: Women's Clothing - Brands: Talbots  
 MAPWOM072: Women's Clothing - Brands: Speedo  
 MAPWOM038: Women's Clothing - Brands: Tommy Hilffiger  
 MAPWOM039: Women's Clothing - Brands: True Religion  
 MAPWOM040: Women's Clothing - Brands: Under Armour  
 MAPWOM041: Women's Clothing - Brands: Wrangler  
 MAPWOM042: Women's Clothing - Brands: Other  
 MAPWOM043: Women's Clothing: Summary: Bought any  
 MAPWOM044: Women's Clothing: Summary: Bought one item  
 MAPWOM045: Women's Clothing: Summary: Bought two items  
 MAPWOM046: Women's Clothing: Summary: Bought three or more items  
 MAPWOM047: Women's Clothing: Summary - Big Ticket: Bought any  
 MAPWOM048: Women's Clothing: Summary - Big Ticket: Bought one item  
 MAPWOM049: Women's Clothing: Summary - Big Ticket: Bought two items  
 MAPWOM050: Women's Clothing: Summary - Big Ticket: Bought three or more items  
 MAPWOM051: Women's Clothing: Summary - Low Ticket: Bought any  
 MAPWOM052: Women's Clothing: Summary - Low Ticket: Bought one item  
 MAPWOM053: Women's Clothing: Summary - Low Ticket: Bought two items  
 MAPWOM054: Women's Clothing: Summary - Low Ticket: Bought three or more items  
 MAPWOM055: Women's Clothing: Summary Big Ticket - Total Spent: <\$100  
 MAPWOM056: Women's Clothing: Summary Big Ticket - Total Spent: \$100 - \$199  
 MAPWOM057: Women's Clothing: Summary Big Ticket - Total Spent: \$200 - \$299  
 MAPWOM058: Women's Clothing: Summary Big Ticket - Total Spent: \$300 - \$499  
 MAPWOM059: Women's Clothing: Summary Big Ticket - Total Spent: \$500 or more  
 MAPWOM060: Women's Clothing: Summary Low Ticket - Total Spent: <\$50  
 MAPWOM061: Women's Clothing: Summary Low Ticket - Total Spent: \$50 - \$99

MAPWOM062: Women's Clothing: Summary Low Ticket - Total Spent: \$100 - \$199  
 MAPWOM063: Women's Clothing: Summary Low Ticket - Total Spent: \$200 - \$299  
 MAPWOM064: Women's Clothing: Summary Low Ticket - Total Spent: \$300 - \$499  
 MAPWOM065: Women's Clothing: Summary Low Ticket - Total Spent: \$500 - \$999  
 MAPWOM066: Women's Clothing: Summary Low Ticket - Total Spent: \$1000 or more  
 Watches  
 MAPWAT001: Watches - Total Spent: <\$50  
 MAPWAT002: Watches - Total Spent: \$50 - \$99  
 MAPWAT003: Watches - Total Spent: \$100 - \$299  
 MAPWAT004: Watches - Total Spent: \$300 - \$499  
 MAPWAT029: Watches - Total Spent: \$500 - \$999  
 MAPWAT030: Watches - Total Spent: \$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  
 MAPWAT025: Watches - Kinds: Sport Bought/last 12 months  
 MAPWAT026: Watches - Kinds: Dress Bought/last 12 months  
 MAPWAT027: Watches - Kinds: Casual Bought/last 12 months  
 MAPWAT028: Watches - Purchased for: Any Gift

#### Appliances

##### Cooking and Serving

MHOME228: Kitchen Cooking And Serving Products: Aluminum cookware bought last year  
 MHOME229: Other metal cookware bought last year  
 MHOME230: Barbecue equipment bought last year  
 MHOME231: Canning jars & lids bought last year  
 MHOME232: Ceramic coated cookware bought last year  
 MHOME233: Cutlery (kitchen knives) bought last year  
 MHOME234: Insulated coffee carafe/server bought last year  
 MHOME235: Wok (non-electric) bought last year  
 MHOME236: Glass storage containers bought last year  
 MHOME237: Plastic storage containers bought last year  
 MHOME238: Glass ovenware/bakeware bought last year  
 MHOME239: Non-stick metal bakeware/ovenware bought last year  
 MHOME240: Glass rangetop cookware bought last year  
 MHOME241: Microwave cookware glass/ceramic bought last year  
 MHOME242: Microwave cookware plastic bought last year  
 MHOME243: Microwave cookware paper/disposable bought last year  
 MHOME244: Any bought last year  
 MHOME245: Kitchen Cooking And Serving Products - Bought As Gift: Any Durables  
 MHOME134: Household Appliances & Durables: Air purifier purch last yr  
 MHOME135: Household Appliances & Durables: Broom purch last yr  
 MHOME136: Household Appliances & Durables: Burglar alarm/Home Security purch last yr  
 MHOME247: Household Appliances & Durables: WIFI Burglar alarm/Home Security purch last yr

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

#### Automotive

##### Auto Clubs and Car Rental

MAUTMSC001: Auto Clubs/Roadside Assistance : Member of AAA  
 MAUTMSC002: Auto Clubs/Roadside Assistance : Member of AARP Roadside Assistance  
 MAUTMSC003: Auto Clubs/Roadside Assistance : Member of Allstate Motor Club  
 MAUTMSC004: Auto Clubs/Roadside Assistance : Member of Other Insurance Company Roadside Assist  
 MAUTMSC005: Auto Clubs/Roadside Assistance : Member of Car Dealer/Manufacturer/Dealer Warranty  
 MAUTMSC006: Auto Clubs/Roadside Assistance : Member of Other  
 MAUTMSC007: Auto Clubs/Roadside Assistance : Belong to any auto club/roadside assistance program  
 MAUTMSC008: Car Rental - Business Use: Total Users: Rented/Last 12 Months  
 MAUTMSC009: Car Rental - Personal Use: Total Users: Rented/Last 12 Months Brands  
 MAUTO071: Autos/Oth Veh - Manufacturer: Buick  
 MAUTO072: Autos/Oth Veh - Manufacturer: Cadillac  
 MAUTO073: Autos/Oth Veh - Manufacturer: Chevrolet  
 MAUTO074: Autos/Oth Veh - Manufacturer: Chrysler  
 MAUTO075: Autos/Oth Veh - Manufacturer: Dodge  
 MAUTO076: Autos/Oth Veh - Manufacturer: Eagle  
 MAUTO077: Autos/Oth Veh - Manufacturer: Ford  
 MAUTO078: Autos/Oth Veh - Manufacturer: Geo  
 MAUTO079: Autos/Oth Veh - Manufacturer: GMC  
 MAUTO080: Autos/Oth Veh - Manufacturer: Hummer  
 MAUTO081: Autos/Oth Veh - Manufacturer: Jeep  
 MAUTO082: Autos/Oth Veh - Manufacturer: Lincoln  
 MAUTO083: Autos/Oth Veh - Manufacturer: Mercury

MAUTO084: Autos/Oth Veh - Manufacturer: Oldsmobile  
 MAUTO085: Autos/Oth Veh - Manufacturer: Plymouth  
 MAUTO086: Autos/Oth Veh - Manufacturer: Pontiac  
 MAUTO214: Autos/Oth Veh - Manufacturer: Ram  
 MAUTO087: Autos/Oth Veh - Manufacturer: Saturn  
 MAUTO088: Autos/Oth Veh - Manufacturer: Tesla  
 MAUTO089: Autos/Oth Veh - Manufacturer: Acura  
 MAUTO090: Autos/Oth Veh - Manufacturer: Alfa Romeo  
 MAUTO092: Autos/Oth Veh - Manufacturer: Audi  
 MAUTO093: Autos/Oth Veh - Manufacturer: Bentley  
 MAUTO094: Autos/Oth Veh - Manufacturer: BMW  
 MAUTO095: Autos/Oth Veh - Manufacturer: Daewoo  
 MAUTO096: Autos/Oth Veh - Manufacturer: Ferrari  
 MAUTO097: Autos/Oth Veh - Manufacturer: Fiat  
 MAUTO215: Autos/Oth Veh - Manufacturer: Genesis  
 MAUTO098: Autos/Oth Veh - Manufacturer: Honda  
 MAUTO099: Autos/Oth Veh - Manufacturer: Hyundai  
 MAUTO100: Autos/Oth Veh - Manufacturer: Infiniti  
 MAUTO101: Autos/Oth Veh - Manufacturer: Isuzu  
 MAUTO102: Autos/Oth Veh - Manufacturer: Jaguar  
 MAUTO103: Autos/Oth Veh - Manufacturer: Kia  
 MAUTO104: Autos/Oth Veh - Manufacturer: Land Rover  
 MAUTO105: Autos/Oth Veh - Manufacturer: Lexus  
 MAUTO106: Autos/Oth Veh - Manufacturer: Lotus  
 MAUTO107: Autos/Oth Veh - Manufacturer: Maserati  
 MAUTO108: Autos/Oth Veh - Manufacturer: Mazda  
 MAUTO109: Autos/Oth Veh - Manufacturer: Mercedes  
 MAUTO110: Autos/Oth Veh - Manufacturer: MG  
 MAUTO111: Autos/Oth Veh - Manufacturer: Mitsubishi  
 MAUTO112: Autos/Oth Veh - Manufacturer: Nissan  
 MAUTO113: Autos/Oth Veh - Manufacturer: Porsche  
 MAUTO114: Autos/Oth Veh - Manufacturer: Rolls Royce  
 MAUTO115: Autos/Oth Veh - Manufacturer: SAAB  
 MAUTO116: Autos/Oth Veh - Manufacturer: Scion  
 MAUTO117: Autos/Oth Veh - Manufacturer: Smart  
 MAUTO118: Autos/Oth Veh - Manufacturer: Subaru  
 MAUTO119: Autos/Oth Veh - Manufacturer: Suzuki  
 MAUTO120: Autos/Oth Veh - Manufacturer: Toyota  
 MAUTO121: Autos/Oth Veh - Manufacturer: Triumph  
 MAUTO122: Autos/Oth Veh - Manufacturer: Volkswagen  
 MAUTO123: Autos/Oth Veh - Manufacturer: Volvo  
 Driving Habits  
 MAUTMSC010: Driving: Have valid drivers license  
 MAUTMSC011: Driving - Currently Drive: Automobile  
 MAUTMSC012: Driving - Currently Drive: Motorcycle  
 MAUTMSC013: Driving - Currently Drive: Van  
 MAUTMSC014: Driving - Currently Drive: Minivan  
 MAUTMSC015: Driving - Currently Drive: Compact pick-up  
 MAUTMSC016: Driving - Currently Drive: Regular pick-up  
 MAUTMSC017: Driving - Currently Drive: Heavy duty truck  
 MAUTMSC018: Driving - Currently Drive: Recreation vehicle  
 MAUTMSC019: Driving - Currently Drive: Sport/utility vehicle  
 MAUTMSC020: Driving - Currently Drive: Other truck  
 MAUTMSC021: Driving - Currently Drive: Other vehicle  
 MAUTMSC022: Driving - Number Of Miles Personally Driven: None  
 MAUTMSC023: Driving - Number Of Miles Personally Driven: 1 - 999  
 MAUTMSC024: Driving - Number Of Miles Personally Driven: 1000 - 2999  
 MAUTMSC025: Driving - Number Of Miles Personally Driven: 3000 - 4999  
 MAUTMSC026: Driving - Number Of Miles Personally Driven: 5000 - 7999  
 MAUTMSC027: Driving - Number Of Miles Personally Driven: 8000 - 9999  
 MAUTMSC028: Driving - Number Of Miles Personally Driven: 10000 - 14999  
 MAUTMSC029: Driving - Number Of Miles Personally Driven: 15000 - 19999  
 MAUTMSC030: Driving - Number Of Miles Personally Driven: 20000 - 29999  
 MAUTMSC031: Driving - Number Of Miles Personally Driven: 30000 - 39999  
 MAUTMSC032: Driving - Number Of Miles Personally Driven: 40000 - 49999  
 MAUTMSC033: Driving - Number Of Miles Personally Driven: 50000+  
 MAUTMSC034: Driving - Primary Reason(S) You Personally Drive: Commute to work

MAUTMSC035: Driving - Primary Reason(S) You Personally Drive: Other driving for work  
 MAUTMSC036: Driving - Primary Reason(S) You Personally Drive: Leisure  
 MAUTMSC037: Driving - Primary Reason(S) You Personally Drive: Errands  
 MAUTMSC038: Driving - Primary Reason(S) You Personally Drive: Transport others  
 MAUTMSC039: Driving - Primary Reason(S) You Personally Drive: Other  
 MAUTMSC040: Miles Traveled Urban in car/truck: In Last 7 Days: Under 10 miles  
 MAUTMSC041: Miles Traveled Urban in car/truck: if none last week Miles last month: Under 10 miles  
 MAUTMSC042: Miles Traveled Urban in car/truck: In Last 7 Days: 10 - 20  
 MAUTMSC043: Miles Traveled Urban in car/truck: if none last week Miles last month: 10 - 20  
 MAUTMSC044: Miles Traveled Urban in car/truck: In Last 7 Days: 21 - 35  
 MAUTMSC045: Miles Traveled Urban in car/truck: if none last week Miles last month: 21 - 35  
 MAUTMSC046: Miles Traveled Urban in car/truck: In Last 7 Days: 36 - 50  
 MAUTMSC047: Miles Traveled Urban in car/truck: if none last week Miles last month: 36 - 50  
 MAUTMSC048: Miles Traveled Urban in car/truck: In Last 7 Days: 51 - 100  
 MAUTMSC049: Miles Traveled Urban in car/truck: if none last week Miles last month: 51 - 100  
 MAUTMSC050: Miles Traveled Urban in car/truck: In Last 7 Days: 101 - 150  
 MAUTMSC051: Miles Traveled Urban in car/truck: if none last week Miles last month: 101 - 150  
 MAUTMSC052: Miles Traveled Urban in car/truck: In Last 7 Days: 151 - 250  
 MAUTMSC053: Miles Traveled Urban in car/truck: if none last week Miles last month: 151 - 250  
 MAUTMSC054: Miles Traveled Urban in car/truck: In Last 7 Days: 250+  
 MAUTMSC055: Miles Traveled Urban in car/truck: if none last week Miles last month: 250+  
 MAUTMSC056: Miles Traveled Urban in car/truck: In Last 7 Days: None  
 MAUTMSC057: Miles Traveled Urban in car/truck: if none last week Miles last month: None  
 MAUTMSC059: Traffic Reports: Regularly  
 MAUTMSC060: Traffic Reports: Occasionally  
 MAUTMSC061: Your Transportation: Walking Average Weekday  
 MAUTMSC062: Your Transportation: Walking Average Weekend  
 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  
 MAUTMSC081: Your Transportation: Golf Cart Average Weekday  
 MAUTMSC082: Your Transportation: Golf Cart 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 Rideshare Average Weekday  
 MAUTMSC088: Your Transportation: Other Mobile App 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  
 MAUTO001: Autos/Oth Veh - Accessories: Air bags - driver/passenger side  
 MAUTO002: Autos/Oth Veh - Accessories: Air bags - side impact

MAUTO003: Autos/Oth Veh - Accessories: Anti-Lock braking system (ABS)	MAUTO062: Autos/Oth Veh - Length of lease: 60 months or longer
MAUTO004: Autos/Oth Veh - Accessories: Bluetooth/Hands-free phone capability	MAUTO063: Autos/Oth Veh - Maintenance: In last 12 months: Alignment service/repair
MAUTO005: Autos/Oth Veh - Accessories: Custom (aluminum) wheels	MAUTO064: Autos/Oth Veh - Maintenance: In last 12 months: Brake lining or pad replacement
MAUTO006: Autos/Oth Veh - Accessories: Four wheel drive/All wheel drive	MAUTO065: Autos/Oth Veh - Maintenance: In last 12 months: Major engine repair
MAUTO007: Autos/Oth Veh - Accessories: Front Dual Automatic Climate Control	MAUTO066: Autos/Oth Veh - Maintenance: In last 12 months: Minor engine repair
MAUTO008: Autos/Oth Veh - Accessories: GPS/Navigation system (Built-in not portable)	MAUTO067: Autos/Oth Veh - Maintenance: In last 12 months: Paint job
MAUTO0210: Autos/Oth Veh - Accessories: Hands-Free Trunk Opener	MAUTO068: Autos/Oth Veh - Maintenance: In last 12 months: Tune-up
MAUTO009: Autos/Oth Veh - Accessories: Heated/Cooled Seats	MAUTO069: Autos/Oth Veh - Maintenance: Primarily responsible: Yourself (alone or with someone else)
MAUTO0211: Autos/Oth Veh - Accessories: Lane Departure Alert	MAUTO070: Autos/Oth Veh - Maintenance: Primarily responsible: Someone else
MAUTO010: Autos/Oth Veh - Accessories: OnStar Tele Aid or other Vehicle Monitoring System	Types of Vehicles
MAUTO011: Autos/Oth Veh - Accessories: Radar Detector	MAUTO157: Autos/Oth Veh - Size of vehicle: Subcompact car
MAUTO012: Autos/Oth Veh - Accessories: Security/Burglar alarm	MAUTO158: Autos/Oth Veh - Size of vehicle: Compact car
MAUTO013: Autos/Oth Veh - Accessories: Sunroof/moonroof	MAUTO159: Autos/Oth Veh - Size of vehicle: Intermediate car
MAUTO014: Autos/Oth Veh - Accessories: Turbo charger	MAUTO160: Autos/Oth Veh - Size of vehicle: Standard car
MAUTO015: Autos/Oth Veh - Total Spent: \$50000+	MAUTO161: Autos/Oth Veh - Size of vehicle: Luxury car
MAUTO016: Autos/Oth Veh - Total Spent: \$40000 - \$49999	MAUTO162: Autos/Oth Veh - Size of vehicle: Mid-Size Sport/Utility
MAUTO017: Autos/Oth Veh - Total Spent: \$30000 - \$39999	MAUTO163: Autos/Oth Veh - Size of vehicle: Compact Pickup
MAUTO018: Autos/Oth Veh - Total Spent: \$20000 - \$29999	MAUTO164: Autos/Oth Veh - Size of vehicle: Full Size Pickup
MAUTO019: Autos/Oth Veh - Total Spent: \$15000 - \$19999	MAUTO165: Autos/Oth Veh - Size of vehicle: Minivan
MAUTO020: Autos/Oth Veh - Total Spent: \$10000 - \$14999	MAUTO166: Autos/Oth Veh - Size of vehicle: Van
MAUTO021: Autos/Oth Veh - Total Spent: Under \$10000	MAUTO167: Autos/Oth Veh - Size of vehicle: Compact Sport/Utility
MAUTO022: Autos/Oth Veh - Audio/Entertainment features: App/Internet connectivity	MAUTO168: Autos/Oth Veh - Size of vehicle: Full Size Sport/Utility
MAUTO0212: Autos/Oth Veh - Audio/Entertainment features: Touchscreen Infotainment	MAUTO169: Autos/Oth Veh - Summary: Any domestic
MAUTO023: Autos/Oth Veh - Audio/Entertainment features: Custom speakers	MAUTO170: Autos/Oth Veh - Summary: Any imported
MAUTO024: Autos/Oth Veh - Audio/Entertainment features: DVD player	MAUTO171: Autos/Oth Veh - Summary: Domestic bought/leased new
MAUTO025: Autos/Oth Veh - Audio/Entertainment features: MP3 player connection	MAUTO172: Autos/Oth Veh - Summary: Imported bought/leased new
MAUTO026: Autos/Oth Veh - Audio/Entertainment features: Satellite Radio	MAUTO173: Autos/Oth Veh - Summary: New bought/leased in last 12 months
MAUTO0213: Autos/Oth Veh - Audio/Entertainment features: WiFi Hotspot	MAUTO174: Autos/Oth Veh - Summary: Used bought/leased in last 12 months
MAUTO028: Autos/Oth Veh - Bought or leased: Bought	MAUTO175: Autos/Oth Veh - Summary: Decision-maker for new
MAUTO029: Autos/Oth Veh - Bought or leased: Leased	MAUTO176: Autos/Oth Veh - Summary: New domestic bought/leased in last 12 months
MAUTO030: Autos/Oth Veh - Bought or leased to replace vehicle	MAUTO177: Autos/Oth Veh - Summary: Used domestic bought/leased in last 12 months
MAUTO031: Autos/Oth Veh - Company vehicle is leased from: Bank	MAUTO178: Autos/Oth Veh - Summary: New imported bought/leased in last 12 months
MAUTO032: Autos/Oth Veh - Company vehicle is leased from: An auto manufacturer	MAUTO179: Autos/Oth Veh - Summary: Used imported bought/leased in last 12 months
MAUTO033: Autos/Oth Veh - Company vehicle is leased from: Other	MAUTO180: Autos/Oth Veh - Transmission: Automatic
MAUTO034: Autos/Oth Veh - Decision maker: Yourself	MAUTO181: Autos/Oth Veh - Transmission: Manual
MAUTO035: Autos/Oth Veh - Decision maker: Yourself and someone else	MAUTO182: Autos/Oth Veh - Type: Convertible
MAUTO036: Autos/Oth Veh - Decision maker: Someone else	MAUTO183: Autos/Oth Veh - Type: Coupe/Sports Coupe/2 Door
MAUTO037: Autos/Oth Veh - Decision Maker Summary: 1 vehicle	MAUTO184: Autos/Oth Veh - Type: Sedan/Hard Top/4 Door
MAUTO038: Autos/Oth Veh - Decision Maker Summary: 2 vehicles	MAUTO185: Autos/Oth Veh - Type: Sedan/Hard Top/2 Door
MAUTO039: Autos/Oth Veh - Decision Maker Summary: 3 vehicles	MAUTO186: Autos/Oth Veh - Type: 5 door Hatchback/Station Wagon
MAUTO040: Autos/Oth Veh - Decision Maker Summary: 4+ vehicles	MAUTO187: Autos/Oth Veh - Type: 3 Door Hatchback
MAUTO041: Autos/Oth Veh - How Bought: With cash	MAUTO188: Autos/Oth Veh - Type: Van/Minivan
MAUTO042: Autos/Oth Veh - How Bought: With trade-in	MAUTO189: Autos/Oth Veh - Type: Sport Utility Vehicle (SUV)
MAUTO043: Autos/Oth Veh - How Bought: With financing from a dealer	MAUTO220: Autos/Oth Veh - Type: Crossover Utility Vehicle (CUV)
MAUTO044: Autos/Oth Veh - How Bought: With a bank loan	MAUTO190: Autos/Oth Veh - Type: Truck (2 or 4 door)
MAUTO045: Autos/Oth Veh - How Bought: With a credit union loan	MAUTO191: Autos/Oth Veh - Type: Truck (2 door)
MAUTO046: Autos/Oth Veh - How Bought: With financing from the auto manufacturer	MAUTO192: Autos/Oth Veh - Type: Truck (4 door)
MAUTO047: Autos/Oth Veh - Latest year model: Latest model	MAUTO193: Autos/Oth Veh - Type of engine: 4 cylinder
MAUTO048: Autos/Oth Veh - Latest year model: 2nd latest model	MAUTO194: Autos/Oth Veh - Type of engine: 5 cylinder
MAUTO049: Autos/Oth Veh - Latest year model: 3rd latest model	MAUTO195: Autos/Oth Veh - Type of engine: 6 cylinder
MAUTO050: Autos/Oth Veh - Latest year model: 4th latest model	MAUTO196: Autos/Oth Veh - Type of engine: V-6
MAUTO051: Autos/Oth Veh - Latest year model: 5th latest model	MAUTO197: Autos/Oth Veh - Type of engine: V-8
MAUTO052: Autos/Oth Veh - Latest year model: 6th latest model	MAUTO198: Autos/Oth Veh - Type of engine: Other
MAUTO053: Autos/Oth Veh - Latest year model: 7th latest model	MAUTO199: Autos/Oth Veh - Type of fuel Vehicle uses: Gasoline (non-diesel) only
MAUTO054: Autos/Oth Veh - Latest year model: 8th latest model	MAUTO200: Autos/Oth Veh - Type of fuel Vehicle uses: Diesel Gasoline only
MAUTO055: Autos/Oth Veh - Latest year model: 9th latest model	MAUTO201: Autos/Oth Veh - Type of fuel Vehicle uses: Combination Gas/Electricity (Hybrid vehicle)
MAUTO056: Autos/Oth Veh - Latest year model: 10th latest model	MAUTO202: Autos/Oth Veh - Type of fuel Vehicle uses: Other (e.g. Electricity only)
MAUTO057: Autos/Oth Veh - Latest year model: 11th latest model	MAUTO203: Autos/Oth Veh - Was the Audio/Entertainment system: Standard with vehicle
MAUTO058: Autos/Oth Veh - Latest year model: Oldest model	MAUTO204: Autos/Oth Veh - Was the Audio/Entertainment system: Upgraded with vehicle
MAUTO059: Autos/Oth Veh - Length of lease: 24 months or less	
MAUTO060: Autos/Oth Veh - Length of lease: 36 months	
MAUTO061: Autos/Oth Veh - Length of lease: 48 months	

MAUTO205: Autos/Oth Veh - Was the Audio/Entertainment system: An aftermarket purchase  
MAUTO206: Autos/Oth Veh - When Bought/leased: In last 12 months  
MAUTO207: Autos/Oth Veh - When Bought/leased: 1-2 years ago  
MAUTO208: Autos/Oth Veh - When Bought/leased: 3-4 years ago  
MAUTO209: Autos/Oth Veh - When Bought/leased: 5+ years ago  
Vehicle Year and Usage  
MAUTO216: Autos/Oth Veh - Model year: 2019  
MAUTO217: Autos/Oth Veh - Model year: 2018  
MAUTO218: Autos/Oth Veh - Model year: 2017  
MAUTO125: Autos/Oth Veh - Model year: 2016  
MAUTO126: Autos/Oth Veh - Model year: 2015  
MAUTO127: Autos/Oth Veh - Model year: 2014  
MAUTO128: Autos/Oth Veh - Model year: 2013  
MAUTO129: Autos/Oth Veh - Model year: 2012  
MAUTO130: Autos/Oth Veh - Model year: 2011  
MAUTO131: Autos/Oth Veh - Model year: 2010  
MAUTO132: Autos/Oth Veh - Model year: 2009  
MAUTO219: Autos/Oth Veh - Model Year: 2008 or earlier  
MAUTO136: Autos/Oth Veh - New/used: New  
MAUTO137: Autos/Oth Veh - New/used: Used (Certified Pre-Owned)  
MAUTO138: Autos/Oth Veh - New/used: Used (Other)  
MAUTO139: Autos/Oth Veh - Number Owned Or Leased: 1  
MAUTO140: Autos/Oth Veh - Number Owned Or Leased: 2  
MAUTO141: Autos/Oth Veh - Number Owned Or Leased: 3  
MAUTO142: Autos/Oth Veh - Number Owned Or Leased: 4  
MAUTO143: Autos/Oth Veh - Number Owned Or Leased: 5+  
MAUTO144: Autos/Oth Veh - Number Owned Or Leased: Any  
MAUTO145: Autos/Oth Veh - Principal driver: Yourself (alone or with someone else)  
MAUTO146: Autos/Oth Veh - Principal driver: Someone else  
MAUTO147: Autos/Oth Veh - Purpose used (Trucks Only): Hauling - personal  
MAUTO148: Autos/Oth Veh - Purpose used (Trucks Only): Hauling - business  
MAUTO149: Autos/Oth Veh - Purpose used (Trucks Only): Local transportation  
MAUTO150: Autos/Oth Veh - Purpose used (Trucks Only): Recreation  
MAUTO151: Autos/Oth Veh - Serviced by: \_In last 12 months: Car dealer  
MAUTO152: Autos/Oth Veh - Serviced by: \_In last 12 months: Gas station/garage  
MAUTO153: Autos/Oth Veh - Serviced by: \_In last 12 months: Auto repair chain store  
MAUTO154: Autos/Oth Veh - Serviced by: \_In last 12 months: Discount dept. store  
MAUTO155: Autos/Oth Veh - Serviced by: \_In last 12 months: Yourself  
MAUTO156: Autos/Oth Veh - Serviced by: \_In last 12 months: Yourself/someone else  
Auto Aftermarket  
MAUTAFT001: Air Filters: Total Users: Bought in Last 12 Months  
MAUTAFT002: Anti-Freeze/Coolant: Total Users: Bought in Last 12 Months  
MAUTAFT003: Brakes - Company: Firestone  
MAUTAFT004: Brakes - Company: Meineke  
MAUTAFT005: Brakes - Company: Midas  
MAUTAFT006: Brakes - Company: Monro Muffler/Brake  
MAUTAFT007: Brakes - Company: Sears  
MAUTAFT008: Brakes - Company: Other  
MAUTAFT009: Brakes - Serviced: Yes  
MAUTAFT010: Car Cleaner Wash/Wipes: Total Users: Bought in Last 12 Months  
MAUTAFT011: Car Wax & Polish: Total Users: Bought in Last 12 Months  
MAUTAFT012: Car/Other Vehicle Batteries: Bought  
MAUTAFT013: Car/Other Vehicle Batteries - Brands: AAA  
MAUTAFT014: Car/Other Vehicle Batteries - Brands: ACDelco  
MAUTAFT015: Car/Other Vehicle Batteries - Brands: AutoCraft (Advance Auto Parts)  
MAUTAFT083: Car/Other Vehicle Batteries - Brands: Carquest  
MAUTAFT016: Car/Other Vehicle Batteries - Brands: DieHard (Sears)  
MAUTAFT017: Car/Other Vehicle Batteries - Brands: Duralast  
MAUTAFT018: Car/Other Vehicle Batteries - Brands: EverStart (Walmart)  
MAUTAFT019: Car/Other Vehicle Batteries - Brands: Exide  
MAUTAFT020: Car/Other Vehicle Batteries - Brands: Interstate  
MAUTAFT021: Car/Other Vehicle Batteries - Brands: Motorcraft  
MAUTAFT022: Car/Other Vehicle Batteries - Brands: NAPA  
MAUTAFT023: Car/Other Vehicle Batteries - Brands: Optima  
MAUTAFT024: Car/Other Vehicle Batteries - Brands: Other  
MAUTAFT025: Car/Other Vehicle Batteries - Decision Maker: Yourself (alone or with someone else)  
MAUTAFT026: Car/Other Vehicle Batteries - Decision Maker: Someone else  
MAUTAFT027: Car/Other Vehicle Batteries - Installed by: Yourself  
MAUTAFT028: Car/Other Vehicle Batteries - Installed by: Another household member  
MAUTAFT029: Car/Other Vehicle Batteries - Installed by: Service centers or dealers etc.  
MAUTAFT030: Car/Other Vehicle Batteries - Installed by: Mobile Battery Service/Tow Truck  
MAUTAFT031: Car/Other Vehicle Batteries - Installed by: Other  
MAUTAFT032: Car/Other Vehicle Batteries - Where bought: Advance Auto Parts Store  
MAUTAFT033: Car/Other Vehicle Batteries - Where bought: AutoZone  
MAUTAFT084: Car/Other Vehicle Batteries - Where bought: Carquest  
MAUTAFT034: Car/Other Vehicle Batteries - Where bought: NAPA  
MAUTAFT035: Car/Other Vehicle Batteries - Where bought: O'Reilly Auto Parts  
MAUTAFT036: Car/Other Vehicle Batteries - Where bought: Pep Boys  
MAUTAFT037: Car/Other Vehicle Batteries - Where bought: Sears  
MAUTAFT038: Car/Other Vehicle Batteries - Where bought: Walmart  
MAUTAFT039: Car/Other Vehicle Batteries - Where bought: Other auto parts store  
MAUTAFT040: Car/Other Vehicle Batteries - Where bought: Car dealer  
MAUTAFT041: Car/Other Vehicle Batteries - Where bought: Gas station/garage  
MAUTAFT042: Car/Other Vehicle Batteries - Where bought: Tire Dealer/Store  
MAUTAFT043: Car/Other Vehicle Batteries - Where bought: Mobile Battery Service/Tow Truck  
MAUTAFT044: Car/Other Vehicle Batteries - Where bought: Other discount/department store  
MAUTAFT045: Car/Other Vehicle Batteries - Where bought: Warehouse/Club Store  
MAUTAFT046: Gasoline: Total Users: Bought in Last 6 Months  
MAUTAFT047: Gasoline Additives: Total Users: Bought in Last 12 Months  
MAUTAFT048: Leather And Vinyl Protectants: Total Users: Bought in Last 12 Months  
MAUTAFT049: Motor Oil: Total Users: Bought/Changed in Last 12 Months  
MAUTAFT050: Motor Oil Additives: Total Users: Bought in Last 12 Months  
MAUTAFT051: Mufflers: Bought  
MAUTAFT052: Mufflers - Brands: Flowmaster  
MAUTAFT053: Mufflers - Brands: MagnaFlow  
MAUTAFT054: Mufflers - Brands: Meineke  
MAUTAFT055: Mufflers - Brands: Midas  
MAUTAFT056: Mufflers - Brands: NAPA  
MAUTAFT057: Mufflers - Brands: Other  
MAUTAFT058: Mufflers - Decision Maker: Yourself (alone or with someone else)  
MAUTAFT059: Mufflers - Decision Maker: Someone else  
MAUTAFT060: Mufflers - Installed by: Yourself  
MAUTAFT061: Mufflers - Installed by: Another household member  
MAUTAFT062: Mufflers - Installed by: Service center or dealer  
MAUTAFT063: Mufflers - Installed by: Auto repair chain store  
MAUTAFT064: Mufflers - Installed by: Other  
MAUTAFT065: Mufflers - Where bought: Meineke  
MAUTAFT066: Mufflers - Where bought: Midas  
MAUTAFT067: Mufflers - Where bought: Pep Boys  
MAUTAFT068: Mufflers - Where bought: Auto parts store  
MAUTAFT069: Mufflers - Where bought: Car dealer  
MAUTAFT070: Mufflers - Where bought: Gas station/garage  
MAUTAFT071: Mufflers - Where bought: Specialty muffler shop  
MAUTAFT072: Mufflers - Where bought: Other  
MAUTAFT073: Oil Filters: Total Users: Bought in Last 12 Months  
MAUTAFT074: Shock Absorbers/Struts: Total Users: Bought in Last 12 Months  
MAUTAFT075: Spark Plugs: Total Users: Bought in Last 12 Months  
MAUTAFT076: Tire Care: Total Users: Bought in Last 12 Months  
MAUTAFT077: Tires: Total Users: Bought in Last 12 Months  
MAUTAFT078: Transmission Service: Serviced in last 12 months  
MAUTAFT079: Transmission Service - Company: Aamco  
MAUTAFT080: Transmission Service - Company: Cottman  
MAUTAFT081: Transmission Service - Company: Other  
MAUTAFT082: Windshield Wipers: Total Users: Bought in Last 12 Months

Beverages

Alcoholic Beverages

- MALCOH001: Alcoholic Beverages - Drank In Last 6 Months: Any Alcoholic Beverage
- MALCOH002: Alcoholic Beverages - Drank In Last 6 Months: Any Wines
- MALCOH003: Alcoholic Beverages - Drank In Last 6 Months: Any Whisky
- MALCOH004: Alcoholic Beverages - Drank In Last 6 Months: Any Brandy Cognac Cordials & Liqueurs
- MALCOH005: Alcoholic Beverages - Drank In Last 6 Months: Any Other Alcoholic Beverages
- MALCOH006: Alcoholic Beverages - Drank In Last 6 Months: Any Beer/Ale
- MALCOH007: Alcoholic Beverages - Drank In Last 6 Months: Any Dinner/Table Wine
- MALCOH008: Alcoholic Beverages - Drank In Last 6 Months: Any Distilled Liquor
- MALCOH009: Alcoholic Beverages - Drank In Last 6 Months: Any White Goods
- MALCOH010: Alcoholic Beverages - Drank In Last 6 Months: Any Brown Goods
- MALCOH011: Bought Alcoholic Beverages At: Beer Convenience Store
- MALCOH012: Bought Alcoholic Beverages At: Beer Supermarket
- MALCOH013: Bought Alcoholic Beverages At: Beer Liquor Store
- MALCOH014: Bought Alcoholic Beverages At: Beer Drug Store
- MALCOH015: Bought Alcoholic Beverages At: Beer Wholesale Membership Club
- MALCOH016: Bought Alcoholic Beverages At: Beer Online
- MALCOH017: Bought Alcoholic Beverages At: Beer Other
- MALCOH018: Bought Alcoholic Beverages At: Wine Convenience Store
- MALCOH019: Bought Alcoholic Beverages At: Wine Supermarket
- MALCOH020: Bought Alcoholic Beverages At: Wine Liquor Store
- MALCOH021: Bought Alcoholic Beverages At: Wine Drug Store
- MALCOH022: Bought Alcoholic Beverages At: Wine Wholesale Membership Club
- MALCOH023: Bought Alcoholic Beverages At: Wine Online
- MALCOH024: Bought Alcoholic Beverages At: Wine Other
- MALCOH025: Bought Alcoholic Beverages At: Liquor Convenience Store
- MALCOH026: Bought Alcoholic Beverages At: Liquor Supermarket
- MALCOH027: Bought Alcoholic Beverages At: Liquor Liquor Store
- MALCOH028: Bought Alcoholic Beverages At: Liquor Drug Store
- MALCOH029: Bought Alcoholic Beverages At: Liquor Wholesale Membership Club
- MALCOH030: Bought Alcoholic Beverages At: Liquor Online
- MALCOH031: Bought Alcoholic Beverages At: Liquor Other
- MALCOH072: Consumed Alcoholic Beverages At: Restaurant: Beer
- MALCOH073: Consumed Alcoholic Beverages At: Restaurant: Wine
- MALCOH074: Consumed Alcoholic Beverages At: Restaurant: Liquor
- MALCOH075: Consumed Alcoholic Beverages At: Bar/Club: Beer
- MALCOH076: Consumed Alcoholic Beverages At: Bar/Club: Wine
- MALCOH077: Consumed Alcoholic Beverages At: Bar/Club: Liquor
- MALCOH078: Consumed Alcoholic Beverages At: Your Home: Beer
- MALCOH079: Consumed Alcoholic Beverages At: Your Home: Wine
- MALCOH080: Consumed Alcoholic Beverages At: Your Home: Liquor
- MALCOH081: Consumed Alcoholic Beverages At: Someone Else's Home: Beer
- MALCOH082: Consumed Alcoholic Beverages At: Someone Else's Home: Wine
- MALCOH083: Consumed Alcoholic Beverages At: Someone Else's Home: Liquor
- MALCOH084: Consumed Alcoholic Beverages At: Other: Beer
- MALCOH085: Consumed Alcoholic Beverages At: Other: Wine
- MALCOH086: Consumed Alcoholic Beverages At: Other: Liquor
- MALCOH032: Artificial & Lo-Cal Sweeteners: Used in last 6 months
- MALCOH033: Bottled Water & Seltzer: Drank in Last 6 Months
- MALCOH034: Bourbon: Drank in Last 6 Months
- MALCOH035: Brandy: Drank in Last 6 Months
- MALCOH036: Canadian Whisky: Drank in Last 6 Months
- MALCOH037: Champagne & Sparkling Wines: Drank in Last 6 Months
- MALCOH038: Cognac: Drank in Last 6 Months
- MALCOH039: Cordials & Liqueurs: Drank in Last 6 Months
- MALCOH040: Diet Cola Drinks: Drank in Last 6 Months
- MALCOH041: Domestic Dinner/Table Wines: Drank in Last 6 Months
- MALCOH042: Energy Drinks: Drank in Last 6 Months
- MALCOH043: Flavored Alcoholic Beverages/Coolers: Drank in Last 6 Months
- MALCOH044: Gin: Drank in Last 6 Months
- MALCOH045: Hard Cider: Drank in last 6 months
- MALCOH046: Imported Beer/Ale: Drank in Last 6 Months
- MALCOH047: Imported Dinner/Table Wines: Drank in Last 6 Months
- MALCOH048: Irish Whiskey: Drank in Last 6 Months

- MALCOH049: Low Calorie Domestic Beer: Drank in Last 6 Months
- MALCOH050: Malt Liquor: Drank in Last 6 Months
- MALCOH051: Other Diet Soft Drinks Not Colas: Drank in Last 6 Months
- MALCOH052: Other Regular Carbonated Soft Drinks: Drank in Last 6 Months
- MALCOH053: Popular Domestic Beer/Ale: Drank in Last 6 Months
- MALCOH054: Port Sherry & Dessert Wines: Drank in Last 6 Months
- MALCOH055: Premium Domestic Beer/Ale: Drank in Last 6 Months
- MALCOH056: Prepared Mixed Drinks With Liquor: Drank in Last 6 Months
- MALCOH057: Prepared Mixed Drinks Without Liquor: Drank in Last 6 Months
- MALCOH058: Ready To Drink Iced Coffee/Coffee Drinks: Hhld Uses
- MALCOH059: Ready To Drink Iced Tea: Drank in Last 6 Months
- MALCOH060: Regular Cola Drinks Not Diet: Drank in Last 6 Months
- MALCOH061: Regular Domestic Beer/Ale: Drank in Last 6 Months
- MALCOH062: Rum: Drank in Last 6 Months
- MALCOH063: Rye Or Blended Whiskey: Drank in Last 6 Months
- MALCOH064: Scotch Whisky: Drank in Last 6 Months
- MALCOH065: Sports Drinks/Thirst Quenchers: Drank in Last 6 Months
- MALCOH066: Super Premium Domestic Beer/Ale: Drank in Last 6 Months
- MALCOH067: Tequila: Drank in Last 6 Months
- MALCOH068: Total Beer/Ale: Drank in Last 6 Months
- MALCOH069: Types Of Drinks: Drank in Last 6 Months
- MALCOH070: Vermouth: Drank in Last 6 Months
- MALCOH071: Vodka: Drank in Last 6 Months

Candy

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

Electronics

Cameras and Supplies

- MELECTR066: Cameras/Camcorders: Action/P.O.V. Personally own
- MELECTR067: Cameras/Camcorders: Compact System Camera Personally own
- MELECTR068: Cameras/Camcorders: Digital Camcorder Personally own
- MELECTR069: Cameras/Camcorders: Digital Point & Shoot Personally own
- MELECTR070: Cameras/Camcorders: Digital SLR (Single Lens Reflex) Personally own
- MELECTR071: Cameras/Camcorders: Instant Developing Camera Personally own
- MELECTR072: Cameras/Camcorders: 35mm Personally own
- MELECTR073: Cameras/Camcorders: Other Personally own
- MELECTR074: Cameras/Camcorders - Total Spent: \$1 - \$99
- MELECTR075: Cameras/Camcorders - Total Spent: \$100 - \$199
- MELECTR076: Cameras/Camcorders - Total Spent: \$200 - \$299
- MELECTR077: Cameras/Camcorders - Total Spent: \$300 - \$399
- MELECTR078: Cameras/Camcorders - Total Spent: \$400 - \$499
- MELECTR079: Cameras/Camcorders - Total Spent: \$500 - \$749
- MELECTR080: Cameras/Camcorders - Total Spent: \$750+
- MELECTR083: Cameras/Camcorders - Brands: Canon Personally own
- MELECTR084: Cameras/Camcorders - Brands: Fujifilm Personally own
- MELECTR085: Cameras/Camcorders - Brands: GoPro Personally own
- MELECTR086: Cameras/Camcorders - Brands: Kodak Personally own
- MELECTR087: Cameras/Camcorders - Brands: Nikon Personally own
- MELECTR088: Cameras/Camcorders - Brands: Olympus Personally own
- MELECTR089: Cameras/Camcorders - Brands: Panasonic Personally own
- MELECTR091: Cameras/Camcorders - Brands: Polaroid Personally own
- MELECTR092: Cameras/Camcorders - Brands: Samsung Personally own
- MELECTR093: Cameras/Camcorders - Brands: Sony Personally own
- MELECTR094: Cameras/Camcorders - Brands: Other Personally own
- MELECTR095: Camera & Developing Accessories: Albums Personally own
- MELECTR096: Camera & Developing Accessories: Batteries Personally own
- MELECTR097: Camera & Developing Accessories: Camera Case Personally own



MELECTR098: Camera & Developing Accessories: Flash Unit Personally own  
 MELECTR099: Camera & Developing Accessories: Gadget Bags Personally own  
 MELECTR100: Camera & Developing Accessories: Lens Filter(s) Personally own  
 MELECTR101: Camera & Developing Accessories: Memory cards Personally own  
 MELECTR102: Camera & Developing Accessories: Photo paper Personally own  
 MELECTR103: Camera & Developing Accessories: Photo printer Personally own  
 MELECTR104: Camera & Developing Accessories: Picture Frames (Digital) Personally own  
 MELECTR105: Camera & Developing Accessories: Picture Frames (Traditional) Personally own  
 MELECTR036: Camera & Developing Accessories: Selfie Stick Personally own  
 MELECTR106: Camera & Developing Accessories: Smartphone adaptive lens Personally own  
 MELECTR107: Camera & Developing Accessories: Smartphone mini tripods Personally own  
 MELECTR108: Camera & Developing Accessories: Telephoto/Zoom Lens Personally own  
 MELECTR109: Camera & Developing Accessories: Tripod Personally own  
 MELECTR110: Camera & Developing Accessories: Wideangle Lens Personally own  
 MELECTR111: Camera & Developing Accessories: Other Accessory Lens(es) Personally own  
 MELECTR112: Camera & Developing Accessories: Any Accessory Personally own  
 MELECTR113: Cameras/Camcorders - Any Type: Own  
 MELECTR114: Cameras/Camcorders - Any Type: Bought  
 Calling Cards  
 MELECTR026: Smarhome Controllers: Logitech Harmony  
 MELECTR028: Smarhome Controllers: Samsung Smartthings  
 MELECTR030: Smarhome Controllers: Wink Hub  
 MELECTR002: Telephone Calling Cards - Number Of Personal Calls Made: 1  
 MELECTR003: Telephone Calling Cards - Number Of Personal Calls Made: 2  
 MELECTR004: Telephone Calling Cards - Number Of Personal Calls Made: 3  
 MELECTR005: Telephone Calling Cards - Number Of Personal Calls Made: 4  
 MELECTR006: Telephone Calling Cards - Number Of Personal Calls Made: 5  
 MELECTR007: Telephone Calling Cards - Number Of Personal Calls Made: 6 - 9  
 MELECTR008: Telephone Calling Cards - Number Of Personal Calls Made: 10 - 14  
 MELECTR009: Telephone Calling Cards - Number Of Personal Calls Made: 15 - 24  
 MELECTR010: Telephone Calling Cards - Number Of Personal Calls Made: 25+  
 MELECTR376: Pre-Paid Calling Cards: Bought or refilled any  
 MELECTR377: Telephone Calling Cards - Number Of Business Calls Made: Less than 10  
 MELECTR378: Telephone Calling Cards - Number Of Business Calls Made: 10 or more  
 Cell/Mobile/Smartphones  
 MELECTR115: Cellular/Mobile Phones/Smartphones: Have a working cellular/mobile phone  
 MELECTR116: Cellular/Mobile Phones/Smartphones: Bought in last 12 months  
 MELECTR117: Cellular/Mobile Phones/Smartphones: Have a Smartphone  
 MELECTR118: Cellular/Mobile Phones/Smartphones: Visited a search engine  
 MELECTR119: Cellular/Mobile Phones/Smartphones: Visited a website for News  
 MELECTR120: Cellular/Mobile Phones/Smartphones: Visited a website for Sports  
 MELECTR121: Cellular/Mobile Phones/Smartphones: Visited a website for Weather  
 MELECTR122: Cellular/Mobile Phones/Smartphones: Visited a website for Entertainment Information  
 MELECTR123: Cellular/Mobile Phones/Smartphones: Visited a website for Financial Information  
 MELECTR124: Cellular/Mobile Phones/Smartphones: Visited a website for Maps/Directions  
 MELECTR125: Cellular/Mobile Phones/Smartphones: Visited a website for other Local Information  
 MELECTR126: Cellular/Mobile Phones/Smartphones: Visited or used a Social Networking site  
 MELECTR127: Cellular/Mobile Phones/Smartphones: Searched for information about a product  
 MELECTR128: Cellular/Mobile Phones/Smartphones: Visited any other website

MELECTR129: Cellular/Mobile Phones/Smartphones: Used Text Messaging to communicate with friends  
 MELECTR130: Cellular/Mobile Phones/Smartphones: Used Text Messaging to vote in a contest  
 MELECTR131: Cellular/Mobile Phones/Smartphones: Looked at an advertisement sent with Text Message  
 MELECTR132: Cellular/Mobile Phones/Smartphones: Used Text Messaging to respond to an advertisement  
 MELECTR133: Cellular/Mobile Phones/Smartphones: Purchased a product  
 MELECTR134: Cellular/Mobile Phones/Smartphones: Signed up for a Text Message alert service  
 MELECTR135: Cellular/Mobile Phones/Smartphones: Received a Text Message alert  
 MELECTR136: Cellular/Mobile Phones/Smartphones: Redeemed a mobile coupon  
 MELECTR137: Cellular/Mobile Phones/Smartphones: Scanned a QR code or other Tag  
 MELECTR138: Cellular/Mobile Phones/Smartphones: Watched a video clip  
 MELECTR139: Cellular/Mobile Phones/Smartphones: Watched a downloaded or streamed TV program  
 MELECTR140: Cellular/Mobile Phones/Smartphones: Watched live television  
 MELECTR141: Cellular/Mobile Phones/Smartphones: Watched a full length movie  
 MELECTR142: Cellular/Mobile Phones/Smartphones: Watched other video  
 MELECTR143: Cellular/Mobile Phones/Smartphones: Listened to a podcast  
 MELECTR144: Cellular/Mobile Phones/Smartphones: Listened to music  
 MELECTR145: Cellular/Mobile Phones/Smartphones: Listened to radio  
 MELECTR146: Cellular/Mobile Phones/Smartphones: Downloaded a song  
 MELECTR147: Cellular/Mobile Phones/Smartphones: Downloaded a ringtone  
 MELECTR148: Cellular/Mobile Phones/Smartphones: Downloaded wallpaper  
 MELECTR149: Cellular/Mobile Phones/Smartphones: Downloaded a game  
 MELECTR150: Cellular/Mobile Phones/Smartphones: Downloaded an application or App  
 MELECTR151: Cellular/Mobile Phones/Smartphones: Used an application or App  
 MELECTR152: Cellular/Mobile Phones/Smartphones: Called directory assistance  
 MELECTR038: Cellular/Mobile Phones/Smartphones: Took a video  
 MELECTR153: Cellular/Mobile Phones/Smartphones: Made or received a video call  
 MELECTR154: Cellular/Mobile Phones/Smartphones - Agreement Types: Monthly Plan with Contract  
 MELECTR155: Cellular/Mobile Phones/Smartphones - Agreement Types: Monthly Plan with No Contract  
 MELECTR156: Cellular/Mobile Phones/Smartphones - Agreement Types: Prepaid  
 MELECTR157: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: \$1 - \$50  
 MELECTR158: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: \$51 - \$100  
 MELECTR159: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: \$101 - \$200  
 MELECTR160: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: \$201 - \$400  
 MELECTR161: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: \$401+  
 MELECTR162: Cellular/Mobile Phones/Smartphones - Amount spent on phone purchase: Any  
 MELECTR163: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$1 - \$24  
 MELECTR164: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$25 - \$49  
 MELECTR165: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$50 - \$74  
 MELECTR166: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$75 - \$99  
 MELECTR167: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$100 - \$199  
 MELECTR168: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$200+  
 MELECTR169: Cellular/Mobile Phones/Smartphones - Average Monthly Bill: \$100+  
 MELECTR170: Cellular/Mobile Phones/Smartphones - Features: Phone  
 MELECTR171: Cellular/Mobile Phones/Smartphones - Features: Voicemail

MELECTR172: Cellular/Mobile Phones/Smartphones - Features: Email  
 MELECTR173: Cellular/Mobile Phones/Smartphones - Features: Text Messaging  
 MELECTR174: Cellular/Mobile Phones/Smartphones - Features: Picture Messaging  
 MELECTR175: Cellular/Mobile Phones/Smartphones - Features: Google Android OS  
 MELECTR176: Cellular/Mobile Phones/Smartphones - Features: Windows Mobile/Phone OS  
 MELECTR177: Cellular/Mobile Phones/Smartphones - Features: Camera  
 MELECTR178: Cellular/Mobile Phones/Smartphones - Features: Games  
 MELECTR179: Cellular/Mobile Phones/Smartphones - Features: MP3 Player  
 MELECTR180: Cellular/Mobile Phones/Smartphones - Features: Video Player  
 MELECTR181: Cellular/Mobile Phones/Smartphones - Features: Video Recorder  
 MELECTR182: Cellular/Mobile Phones/Smartphones - Features: Web/Internet Access  
 MELECTR183: Cellular/Mobile Phones/Smartphones - Features: Alarm Clock  
 MELECTR184: Cellular/Mobile Phones/Smartphones - Features: Bluetooth  
 MELECTR185: Cellular/Mobile Phones/Smartphones - Features: Calendar/Organizer  
 MELECTR186: Cellular/Mobile Phones/Smartphones - Features: GPS/Navigation  
 MELECTR187: Cellular/Mobile Phones/Smartphones - Features: View Spreadsheets/Text Documents  
 MELECTR188: Cellular/Mobile Phones/Smartphones - Features: Create/Edit Spreadsheets/Text Documents  
 MELECTR189: Cellular/Mobile Phones/Smartphones - Features: Speakerphone  
 MELECTR190: Cellular/Mobile Phones/Smartphones - Features: Voice Activated Dialing  
 MELECTR191: Cellular/Mobile Phones/Smartphones - Features: WiFi  
 MELECTR193: Cellular/Mobile Phones/Smartphones - Handset Brands: Apple iPhone Use most often  
 MELECTR194: Cellular/Mobile Phones/Smartphones - Handset Brands: BlackBerry Use most often  
 MELECTR195: Cellular/Mobile Phones/Smartphones - Handset Brands: Casio Use most often  
 MELECTR196: Cellular/Mobile Phones/Smartphones - Handset Brands: HTC Use most often  
 MELECTR197: Cellular/Mobile Phones/Smartphones - Handset Brands: Kyocera Use most often  
 MELECTR198: Cellular/Mobile Phones/Smartphones - Handset Brands: LG Use most often  
 MELECTR040: Cellular/Mobile Phones/Smartphones - Handset Brands: Microsoft Use most often  
 MELECTR199: Cellular/Mobile Phones/Smartphones - Handset Brands: Motorola Use most often  
 MELECTR200: Cellular/Mobile Phones/Smartphones - Handset Brands: Nexus Use most often  
 MELECTR201: Cellular/Mobile Phones/Smartphones - Handset Brands: Nokia Use most often  
 MELECTR042: Cellular/Mobile Phones/Smartphones - Handset Brands: Pixel Use most often  
 MELECTR202: Cellular/Mobile Phones/Smartphones - Handset Brands: Samsung Use most often  
 MELECTR203: Cellular/Mobile Phones/Smartphones - Handset Brands: Sony Use most often  
 MELECTR204: Cellular/Mobile Phones/Smartphones - Handset Brands: Other Use most often  
 MELECTR205: Cellular/Mobile Phones/Smartphones - How Used: Business use Use most often  
 MELECTR206: Cellular/Mobile Phones/Smartphones - How Used: Personal use Use most often  
 MELECTR207: Cellular/Mobile Phones/Smartphones - Plan Types: Individual Plan  
 MELECTR208: Cellular/Mobile Phones/Smartphones - Plan Types: Family or Shared Plan  
 MELECTR209: Cellular/Mobile Phones/Smartphones - Plan Types: Corporate Plan  
 MELECTR210: Cellular/Mobile Phones/Smartphones - Where Purchased: Online/Internet  
 MELECTR211: Cellular/Mobile Phones/Smartphones - Where Purchased: Electronics Store

MELECTR212: Cellular/Mobile Phones/Smartphones - Where Purchased: Department Store  
 MELECTR213: Cellular/Mobile Phones/Smartphones - Where Purchased: Discount Store  
 MELECTR214: Cellular/Mobile Phones/Smartphones - Where Purchased: Wholesale/Club Store  
 MELECTR215: Cellular/Mobile Phones/Smartphones - Where Purchased: Carrier-owned Store  
 MELECTR216: Cellular/Mobile Phones/Smartphones - Where Purchased: Other  
 MELECTR217: Collect Calls: Personally made any  
 DVD and Blu-Ray Players  
 MELECTR044: Digital Photos - Activities: Edited photos using software  
 MELECTR046: Digital Photos - Activities: Edited photos online or with app  
 MELECTR048: Digital Photos - Activities: Edited photos another way  
 MELECTR050: Digital Photos - Activities: Ordered photobook/calendar  
 MELECTR052: Digital Photos - Activities: Ordered photo cards/stationery  
 MELECTR054: Digital Photos - Activities: Ordered other customized photo product  
 MELECTR379: Digital Photos - Printed in last 12 months: Yes  
 MELECTR380: Digital Photos - Types: Animal/Pets Using digital camera  
 MELECTR381: Digital Photos - Types: Animal/Pets Using smartphone/tablet  
 MELECTR382: Digital Photos - Types: Family Portrait Using digital camera  
 MELECTR383: Digital Photos - Types: Family Portrait Using smartphone/tablet  
 MELECTR384: Digital Photos - Types: Food Using digital camera  
 MELECTR385: Digital Photos - Types: Food Using smartphone/tablet  
 MELECTR386: Digital Photos - Types: Nature/Landscape Using digital camera  
 MELECTR387: Digital Photos - Types: Nature/Landscape Using smartphone/tablet  
 MELECTR388: Digital Photos - Types: Self-portrait Using digital camera  
 MELECTR516: Digital Photos - Types: Self-portrait Using smartphone/tablet  
 MELECTR517: Digital Photos - Types: Special Occasions/Events Using digital camera  
 MELECTR518: Digital Photos - Types: Special Occasions/Events Using smartphone/tablet  
 MELECTR519: Digital Photos - Types: Sports Using digital camera  
 MELECTR520: Digital Photos - Types: Sports Using smartphone/tablet  
 MELECTR521: Digital Photos - Types: Vacation/Travel Using digital camera  
 MELECTR522: Digital Photos - Types: Vacation/Travel Using smartphone/tablet  
 MELECTR523: Digital Photos - Where printed: Digital photo kiosk  
 MELECTR524: Digital Photos - Where printed: In-store photo center  
 MELECTR525: Digital Photos - Where printed: Internet/Online service  
 MELECTR235: DVD & Blu-Ray Players - Any DVD or Blu-ray Player Household owns  
 MELECTR239: DVD & Blu-Ray Players - Brands: LG Household owns  
 MELECTR240: DVD & Blu-Ray Players - Brands: Magnavox Household owns  
 MELECTR241: DVD & Blu-Ray Players - Brands: Panasonic Household owns  
 MELECTR242: DVD & Blu-Ray Players - Brands: Philips Household owns  
 MELECTR244: DVD & Blu-Ray Players - Brands: RCA Household owns  
 MELECTR245: DVD & Blu-Ray Players - Brands: Samsung Household owns  
 MELECTR246: DVD & Blu-Ray Players - Brands: Sony Household owns  
 MELECTR249: DVD & Blu-Ray Players - Brands: Other Household owns  
 MELECTR250: DVD & Blu-Ray Players - Formats: DVD Household owns  
 MELECTR251: DVD & Blu-Ray Players - Formats: Blu-ray Household owns  
 MELECTR252: DVD & Blu-Ray Players - Kinds: 3D Household owns  
 MELECTR253: DVD & Blu-Ray Players - Kinds: Internet Connectable Household owns  
 MELECTR254: DVD & Blu-Ray Players - Kinds: Recordable Household owns  
 MELECTR255: DVD & Blu-Ray Players - Kinds: Non-recordable Household owns  
 MELECTR259: DVDs Purchased - Number Bought: 1  
 MELECTR260: DVDs Purchased - Number Bought: 2  
 MELECTR261: DVDs Purchased - Number Bought: 3-4  
 MELECTR262: DVDs Purchased - Number Bought: 5-7  
 MELECTR263: DVDs Purchased - Number Bought: 8+  
 E-Readers and Tablets  
 MELECTR526: Digital Photos - Where printed: Home/personal photo printer  
 MELECTR527: Digital Photos - Where printed: Other  
 MELECTR528: Downloaded Album(S) - Number Acquired: Any  
 MELECTR529: Downloaded Individual Song(S) - Number Acquired: Any  
 MELECTR530: Downloaded Or Streamed Video Purchased - Number Bought: 1  
 MELECTR531: Downloaded Or Streamed Video Purchased - Number Bought: 2  
 MELECTR532: Downloaded Or Streamed Video Purchased - Number Bought: 3+

MELECTR533: Downloaded Or Streamed Video Rented - Number Rented: 1  
 MELECTR534: Downloaded Or Streamed Video Rented - Number Rented: 2  
 MELECTR535: Downloaded Or Streamed Video Rented - Number Rented: 3  
 MELECTR536: Downloaded Or Streamed Video Rented - Number Rented: 4  
 MELECTR537: Downloaded Or Streamed Video Rented - Number Rented: 5  
 MELECTR538: Downloaded Or Streamed Video Rented - Number Rented: 6-9  
 MELECTR264: Tablets & E-Readers - Brands: Amazon Kindle  
 MELECTR265: Tablets & E-Readers - Brands: Amazon Kindle Fire (tablet)  
 MELECTR266: Tablets & E-Readers - Brands: Apple iPad [any standard size or larger model]  
 MELECTR267: Tablets & E-Readers - Brands: Apple iPad Mini  
 MELECTR268: Tablets & E-Readers - Brands: Barnes & Noble Nook  
 MELECTR269: Tablets & E-Readers - Brands: Google Nexus (tablet)  
 MELECTR270: Tablets & E-Readers - Brands: Microsoft Surface [tablet]  
 MELECTR271: Tablets & E-Readers - Brands: Samsung Galaxy Tab/Galaxy Note (tablet)  
 MELECTR272: Tablets & E-Readers - Brands: Samsung Galaxy Tab Nook  
 MELECTR273: Tablets & E-Readers - Brands: NET Any Apple iPad [includes Mini]  
 MELECTR274: Tablets & E-Readers - Brands: NET Any Amazon Kindle  
 MELECTR275: Tablets & E-Readers - Brands: NET Any Tablet  
 MELECTR276: Tablets & E-Readers - Brands: NET Any E-Reader  
 Film and Photo Processing  
 MELECTR539: Downloaded Or Streamed Video Rented - Number Rented: 10-14  
 MELECTR540: Downloaded Or Streamed Video Rented - Number Rented: 15-19  
 MELECTR541: Downloaded Or Streamed Video Rented - Number Rented: 20+  
 MELECTR277: Film: Total Users: Bought Last 12 Months  
 MELECTR278: Film: Total Users: Bought Last 12 Months: 35mm  
 MELECTR279: Film: Total Users: Bought Last 12 Months: Instant Developing Film  
 MELECTR280: Film: Total Users: Bought Last 12 Months: Other Type  
 Portable GPS  
 MELECTR372: Portable GPS Navigation Devices: Any Portable GPS Device  
 Household owns  
 MELECTR373: Portable GPS Navigation Devices - Used for: Navigation in Vehicle  
 MELECTR374: Portable GPS Navigation Devices - Used for: Navigation on Foot (Hiking/Walking)  
 MELECTR375: Portable GPS Navigation Devices - Used for: Other  
 Household Ownership  
 MELECTR011: Audio Equipment & Accessories: Headphones (ear buds)  
 Household owns  
 MELECTR012: Audio Equipment & Accessories: Noise Reduction Headphones  
 Household owns  
 MELECTR032: Audio Equipment & Accessories: Bluetooth/Wireless Headphones  
 Household owns  
 MELECTR013: Audio Equipment & Accessories: Other Headphones Household owns  
 MELECTR014: Audio Equipment & Accessories: Home Theater/Entertainment System Household owns  
 MELECTR015: Audio Equipment & Accessories: MP3 Player Docking Station Household owns  
 MELECTR016: Audio Equipment & Accessories: Compact Disc Player Household owns  
 MELECTR017: Audio Equipment & Accessories: Multi-Component System Household owns  
 MELECTR018: Audio Equipment & Accessories: Receiver - Amplifier Household owns  
 MELECTR019: Audio Equipment & Accessories: Surround Sound Speakers Household owns  
 MELECTR020: Audio Equipment & Accessories: Outdoor Speakers Household owns  
 MELECTR021: Audio Equipment & Accessories: Wireless Speakers Household owns  
 MELECTR022: Audio Equipment & Accessories: Soundbar Household owns  
 MELECTR023: Audio Equipment & Accessories: Other Speakers Household owns  
 MELECTR024: Audio Equipment & Accessories: Turntable Household owns  
 MELECTR025: Audio Equipment & Accessories: Any Household owns  
 MELECTR027: Audio Equipment & Accessories: Headphones (ear buds) bought last year  
 MELECTR029: Audio Equipment & Accessories: Noise Reduction Headphones bought last year

MELECTR034: Audio Equipment & Accessories: Bluetooth/Wireless Headphones bought last year  
 MELECTR031: Audio Equipment & Accessories: Other Headphones bought last year  
 MELECTR033: Audio Equipment & Accessories: Home Theater/Entertainment System bought last year  
 MELECTR035: Audio Equipment & Accessories: MP3 Player Docking Station bought last year  
 MELECTR037: Audio Equipment & Accessories: Compact Disc Player bought last year  
 MELECTR039: Audio Equipment & Accessories: Multi-Component System bought last year  
 MELECTR041: Audio Equipment & Accessories: Receiver - Amplifier bought last year  
 MELECTR043: Audio Equipment & Accessories: Surround Sound Speakers bought last year  
 MELECTR045: Audio Equipment & Accessories: Outdoor Speakers bought last year  
 MELECTR047: Audio Equipment & Accessories: Wireless Speakers bought last year  
 MELECTR049: Audio Equipment & Accessories: Soundbar bought last year  
 MELECTR051: Audio Equipment & Accessories: Other Speakers bought last year  
 MELECTR053: Audio Equipment & Accessories: Turntable bought last year  
 MELECTR055: Audio Equipment & Accessories: Any bought last year  
 MELECTR056: Audio Equipment & Accessories: Any Household owns or bought last year  
 MELECTR057: Audio Equipment & Accessories - Total Spent: \$1 - \$20  
 MELECTR058: Audio Equipment & Accessories - Total Spent: \$21 - \$50  
 MELECTR059: Audio Equipment & Accessories - Total Spent: \$51 - \$99  
 MELECTR060: Audio Equipment & Accessories - Total Spent: \$100 - \$399  
 MELECTR061: Audio Equipment & Accessories - Total Spent: \$400 - \$499  
 MELECTR062: Audio Equipment & Accessories - Total Spent: \$500 - \$999  
 MELECTR063: Audio Equipment & Accessories - Total Spent: \$1000+  
 MELECTR064: Batteries: Total Users: Bought in Last 6 Months  
 MELECTR218: Compact Disc (Cd) - Number Acquired: Any  
 MP3 Players  
 MELECTR323: Mp3 Players (Portable) - Brands: Apple iPod You Personally Own or bought last year  
 MELECTR324: Mp3 Players (Portable) - Brands: Sansa/SanDisk You Personally Own or bought last year  
 MELECTR325: Mp3 Players (Portable) - Brands: Sony You Personally Own or bought last year  
 MELECTR326: Mp3 Players (Portable) - Brands: Other You Personally Own or bought last year  
 MELECTR327: Mp3 Players (Portable) - Used for: Listening to music  
 MELECTR328: Mp3 Players (Portable) - Used for: Listening to podcasts  
 MELECTR329: Mp3 Players (Portable) - Used for: Watch video/movie  
 MELECTR330: Mp3 Players (Portable) - Used for: Play video game  
 MELECTR331: Mp3 Players (Portable) - Used for: Other  
 Music and Other Audio  
 MELECTR332: Music & Other Audio Listen/Purchase: Alternative Listened or Purchased  
 MELECTR333: Music & Other Audio Listen/Purchase: Audiobooks Listened or Purchased  
 MELECTR334: Music & Other Audio Listen/Purchase: Blues Listened or Purchased  
 MELECTR335: Music & Other Audio Listen/Purchase: Classic Rock Listened or Purchased  
 MELECTR336: Music & Other Audio Listen/Purchase: Classical Listened or Purchased  
 MELECTR337: Music & Other Audio Listen/Purchase: Contemporary Christian Listened or Purchased  
 MELECTR338: Music & Other Audio Listen/Purchase: Country Listened or Purchased  
 MELECTR339: Music & Other Audio Listen/Purchase: Dance Music (Electronic) Listened or Purchased  
 MELECTR543: Music & Other Audio Listen/Purchase: Dance Music (Other) Listened or Purchased

MELECTR340: Music & Other Audio Listen/Purchase: Easy Listening Listened or Purchased	MCOMPUT024: Personal Computers - Apple/Mac: iMac Own at home
MELECTR341: Music & Other Audio Listen/Purchase: 80s Pop Listened or Purchased	MCOMPUT025: Personal Computers - Apple/Mac: MacBook Air Own at home
MELECTR342: Music & Other Audio Listen/Purchase: Faith & Inspiration Listened or Purchased	MCOMPUT026: Personal Computers - Apple/Mac: MacBook Pro Own at home
MELECTR343: Music & Other Audio Listen/Purchase: Folk Listened or Purchased	MCOMPUT027: Personal Computers - Apple/Mac: Other Apple/Mac Own at home
MELECTR344: Music & Other Audio Listen/Purchase: Foreign Language Instructional Listened or Purchased	MCOMPUT028: Personal Computers: Desktop Own at home
MELECTR345: Music & Other Audio Listen/Purchase: Gospel Listened or Purchased	MCOMPUT029: Personal Computers: Laptop/Notebook Own at home
MELECTR346: Music & Other Audio Listen/Purchase: Hard Rock Listened or Purchased	MCOMPUT030: Personal Computers: Acer Own at home
MELECTR347: Music & Other Audio Listen/Purchase: Hip Hop Listened or Purchased	MCOMPUT031: Personal Computers: Asus Own at home
MELECTR348: Music & Other Audio Listen/Purchase: Indie Listened or Purchased	MCOMPUT032: Personal Computers: Dell Own at home
MELECTR349: Music & Other Audio Listen/Purchase: Jazz Listened or Purchased	MCOMPUT033: Personal Computers: Gateway Own at home
MELECTR350: Music & Other Audio Listen/Purchase: Light Classical Listened or Purchased	MCOMPUT034: Personal Computers: HP (Hewlett-Packard) Own at home
MELECTR351: Music & Other Audio Listen/Purchase: New Age Listened or Purchased	MCOMPUT035: Personal Computers: Lenovo/IBM Own at home
MELECTR352: Music & Other Audio Listen/Purchase: Oldies (50s & 60s) Listened or Purchased	MCOMPUT258: Personal Computers: Microsoft Surface Book Own at home
MELECTR353: Music & Other Audio Listen/Purchase: Pop/Top 40 Listened or Purchased	MCOMPUT036: Personal Computers: Panasonic Own at home
MELECTR354: Music & Other Audio Listen/Purchase: R&B Listened or Purchased	MCOMPUT037: Personal Computers: Samsung Own at home
MELECTR355: Music & Other Audio Listen/Purchase: Rap Listened or Purchased	MCOMPUT039: Personal Computers: Toshiba Own at home
MELECTR356: Music & Other Audio Listen/Purchase: Reggae Listened or Purchased	MCOMPUT041: Personal Computers: Other Own at home
MELECTR357: Music & Other Audio Listen/Purchase: Self-improvement Listened or Purchased	MCOMPUT042: Personal Computers - Computer Operating Systems: Apple/Mac OS 9.x Own at home
MELECTR358: Music & Other Audio Listen/Purchase: Soft Rock Listened or Purchased	MCOMPUT043: Personal Computers - Computer Operating Systems: Apple/Mac OS X (10.x) Own at home
MELECTR359: Music & Other Audio Listen/Purchase: Soundtracks Listened or Purchased	MCOMPUT044: Personal Computers - Computer Operating Systems: Google Chrome OS (Chromebook) Own at home
MELECTR360: Music & Other Audio Listen/Purchase: Spanish/Latin Listened or Purchased	MCOMPUT045: Personal Computers - Computer Operating Systems: Linux Own at home
MELECTR361: Music & Other Audio Listen/Purchase: Other Listened or Purchased	MCOMPUT046: Personal Computers - Computer Operating Systems: MS Windows 98 Own at home
MELECTR362: Music & Other Audio Listen/Purchase - Where purchased: Book Store	MCOMPUT047: Personal Computers - Computer Operating Systems: MS Windows 2000 Own at home
MELECTR363: Music & Other Audio Listen/Purchase - Where purchased: Electronics Store	MCOMPUT048: Personal Computers - Computer Operating Systems: MS Windows XP Own at home
MELECTR364: Music & Other Audio Listen/Purchase - Where purchased: Discount Dept. Store	MCOMPUT049: Personal Computers - Computer Operating Systems: MS Windows Vista Own at home
MELECTR365: Music & Other Audio Listen/Purchase - Where purchased: Music Store	MCOMPUT050: Personal Computers - Computer Operating Systems: MS Windows 7 Own at home
MELECTR366: Music & Other Audio Listen/Purchase - Where purchased: Amazon Prime Music	MCOMPUT051: Personal Computers - Computer Operating Systems: MS Windows 8 Own at home
MELECTR367: Music & Other Audio Listen/Purchase - Where purchased: Google Play	MCOMPUT259: Personal Computers - Computer Operating Systems: MS Windows 10 Own at home
MELECTR368: Music & Other Audio Listen/Purchase - Where purchased: iTunes	MCOMPUT052: Personal Computers - Computer Operating Systems: Unix Own at home
MELECTR369: Music & Other Audio Listen/Purchase - Where purchased: Other Internet/Online Site	MCOMPUT053: Personal Computers - Computer Operating Systems: Other Own at home
MELECTR370: Music & Other Audio Listen/Purchase - Where purchased: Other	MCOMPUT074: Personal Computers - Summary: Any Brand Own at home
MELECTR371: Total Music & Other Audio - Acquired: Any form acquired	MCOMPUT075: Personal Computers - Summary: Any PC/Non-Apple Brand Own at home
MINET231: Internet Service Providers - Household: Suddenlink Media	MCOMPUT076: Personal Computers - Summary: Any Apple/Mac Brand Own at home
MINET232: Internet Service Providers - Household: Xfinity/Comcast	MCOMPUT077: Personal Computers - Summary: Any Peripherals Own at home
MINET093: Music Or Audio Services - Listened To Or Used last month: Apple Music	MCOMPUT078: Personal Computers - Summary: Any Software Own at home
MINET094: Music Or Audio Services - Listened To Or Used last month: iHeartRadio	MCOMPUT260: Personal Computers: Microsoft Surface Book Use at work
MINET095: Music Or Audio Services - Listened To Or Used last month: iTunes	MCOMPUT261: Personal Computers - Computer Peripherals: Touch-Screen monitor Use at work
MINET096: Music Or Audio Services - Listened To Or Used last month: Pandora	MCOMPUT262: Personal Computers - Computer Operating Systems: MS Windows 10 Use at work
MINET097: Music Or Audio Services - Listened To Or Used last month: Spotify	MCOMPUT154: Personal Computers At Home - Computer Books: Bought any
MINET098: Music Or Audio Services - Listened To Or Used last month: Tuneln Personal Computers	MCOMPUT149: Personal Computers At Home - Amount Spent On Software: Under \$100
MCOMPUT203: Personal Computers - Computer Peripherals: Touch-screen Monitor Own at home	MCOMPUT150: Personal Computers At Home - Amount Spent On Software: \$100 - \$199
	MCOMPUT151: Personal Computers At Home - Amount Spent On Software: \$200 - \$299
	MCOMPUT152: Personal Computers At Home - Amount Spent On Software: \$300 - \$499
	MCOMPUT153: Personal Computers At Home - Amount Spent On Software: \$500+
	MCOMPUT157: Personal Computers At Home - Total Spent: Under \$500 Any
	MCOMPUT158: Personal Computers At Home - Total Spent: \$ 500 - \$ 999 Any
	MCOMPUT159: Personal Computers At Home - Total Spent: \$1000 - \$1499 Any

MCOMPUT160: Personal Computers At Home - Total Spent: \$1500 - \$1999 Any  
 MCOMPUT161: Personal Computers At Home - Total Spent: \$2000 - \$2999 Any  
 MCOMPUT162: Personal Computers At Home - Total Spent: \$3000 - \$4999 Any  
 MCOMPUT163: Personal Computers At Home - Total Spent: \$5000+ Any  
 MCOMPUT164: Personal Computers At Home - Who uses: Yourself  
 MCOMPUT165: Personal Computers At Home - Who uses: Other adult  
 MCOMPUT166: 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 or use at work  
 MCOMPUT175: Personal Computers: Laptop/Notebook own or use at work  
 MCOMPUT176: Personal Computers: Acer own or use at work  
 MCOMPUT177: Personal Computers: Asus own or use at work  
 MCOMPUT178: Personal Computers: Dell own or use at work  
 MCOMPUT179: Personal Computers: Gateway own or use at work  
 MCOMPUT180: Personal Computers: HP (Hewlett-Packard) own or use at work  
 MCOMPUT181: Personal Computers: Lenovo/IBM own or use at work  
 MCOMPUT263: Personal Computers: Microsoft Surface Book own or use at work  
 MCOMPUT182: Personal Computers: Panasonic own or use at work  
 MCOMPUT183: Personal Computers: Samsung own or use at work  
 MCOMPUT185: Personal Computers: Toshiba own or use at work  
 MCOMPUT187: Personal Computers: Other own or use at work  
 MCOMPUT188: Personal Computers - Apple/Mac: iMac own or use at work  
 MCOMPUT189: Personal Computers - Apple/Mac: MacBook Air own or use at work  
 MCOMPUT190: Personal Computers - Apple/Mac: MacBook Pro own or use at work  
 MCOMPUT191: Personal Computers - Apple/Mac: Other Apple/Mac own or use at work  
 MCOMPUT192: Personal Computers - At Home Or At Work: Personally use a personal computer at work  
 MCOMPUT193: Personal Computers - Operating Systems: Apple/Mac OS 9.x own or use at work  
 MCOMPUT194: Personal Computers - Operating Systems: Apple/Mac OS X (10.x) own or use at work  
 MCOMPUT195: Personal Computers - Operating Systems: Google Chrome OS (Chromebook) own or use at work  
 MCOMPUT196: Personal Computers - Operating Systems: Linux own or use at work  
 MCOMPUT197: Personal Computers - Operating Systems: MS Windows 98 own or use at work  
 MCOMPUT198: Personal Computers - Operating Systems: MS Windows 2000 own or use at work  
 MCOMPUT199: Personal Computers - Operating Systems: MS Windows XP own or use at work  
 MCOMPUT200: Personal Computers - Operating Systems: MS Windows Vista own or use at work  
 MCOMPUT201: Personal Computers - Operating Systems: MS Windows 7 own or use at work  
 MCOMPUT202: Personal Computers - Operating Systems: MS Windows 8 own or use at work  
 MCOMPUT264: Personal Computers - Operating Systems: MS Windows 10 own or use at work  
 MCOMPUT205: Personal Computers - Operating Systems: Other own or use at work  
 MCOMPUT204: Personal Computers - Operating Systems: Unix own or use at work

MCOMPUT206: Personal Computers - Peripherals: Blu-ray ROM Drive own or use at work  
 MCOMPUT207: Personal Computers - Peripherals: Blu-ray RE (Blu-ray Burner) own or use at work  
 MCOMPUT208: Personal Computers - Peripherals: CD ROM Drive own or use at work  
 MCOMPUT209: Personal Computers - Peripherals: CD-RW Drive (CD Burner) own or use at work  
 MCOMPUT210: Personal Computers - Peripherals: DVD Drive own or use at work  
 MCOMPUT211: Personal Computers - Peripherals: DVD-RW Drive (DVD Burner) own or use at work  
 MCOMPUT212: Personal Computers - Peripherals: External Hard Drive own or use at work  
 MCOMPUT213: Personal Computers - Peripherals: Flash Drive own or use at work  
 MCOMPUT214: Personal Computers - Peripherals: Modem/Fax Modem own or use at work  
 MCOMPUT215: Personal Computers - Peripherals: LAN/Network Interface Cards own or use at work  
 MCOMPUT216: Personal Computers - Peripherals: Microphone own or use at work  
 MCOMPUT217: Personal Computers - Peripherals: Scanner own or use at work  
 MCOMPUT218: Personal Computers - Peripherals: Speakers own or use at work  
 MCOMPUT219: Personal Computers - Peripherals: Tape/Cartridge Drive own or use at work  
 MCOMPUT265: Personal Computers - Peripherals: Touch-Screen Monitor own or use at work  
 MCOMPUT220: Personal Computers - Peripherals: Webcam own or use at work  
 MCOMPUT221: Personal Computers - Peripherals: Wireless Keyboard own or use at work  
 MCOMPUT222: Personal Computers - Peripherals: Wireless Mouse own or use at work  
 MCOMPUT223: Personal Computers - Peripherals: Wireless Router own or use at work  
 MCOMPUT224: Personal Computers - Peripherals: Other own or use at work  
 MCOMPUT225: Personal Computers - Computer Software: Accounting own or use at work  
 MCOMPUT226: Personal Computers - Computer Software: CAD/CAM own or use at work  
 MCOMPUT227: Personal Computers - Computer Software: Communications/Fax own or use at work  
 MCOMPUT228: Personal Computers - Computer Software: Database/filing own or use at work  
 MCOMPUT229: Personal Computers - Computer Software: Desktop Publishing own or use at work  
 MCOMPUT230: Personal Computers - Computer Software: Education/training own or use at work  
 MCOMPUT231: Personal Computers - Computer Software: Entertainment/Games own or use at work  
 MCOMPUT232: Personal Computers - Computer Software: Personal finance/Tax prep own or use at work  
 MCOMPUT233: Personal Computers - Computer Software: Presentation graphics own or use at work  
 MCOMPUT234: Personal Computers - Computer Software: Multimedia own or use at work  
 MCOMPUT235: Personal Computers - Computer Software: Networking own or use at work  
 MCOMPUT236: Personal Computers - Computer Software: Online Meeting/Conference own or use at work  
 MCOMPUT237: Personal Computers - Computer Software: Online/remote data backup own or use at work  
 MCOMPUT238: Personal Computers - Computer Software: Photo editing own or use at work  
 MCOMPUT239: Personal Computers - Computer Software: Security/Anti-virus own or use at work  
 MCOMPUT240: Personal Computers - Computer Software: Spreadsheet own or use at work  
 MCOMPUT241: Personal Computers - Computer Software: Utility own or use at work

MCOMPUT242: Personal Computers - Computer Software: Web Authoring own or use at work  
 MCOMPUT243: Personal Computers - Computer Software: Word Processing own or use at work  
 MCOMPUT244: Personal Computers - Computer Software: Other own or use at work  
 MCOMPUT245: Personal Computers - Summary: Any Brand own or use at work  
 MCOMPUT246: Personal Computers - Summary: Any PC/Non-Apple Brand own or use at work  
 MCOMPUT247: Personal Computers - Summary: Any Apple/Mac Brand own or use at work  
 MCOMPUT248: Personal Computers - Summary: Any Peripherals own or use at work  
 MCOMPUT249: Personal Computers - Summary: Any Software own or use at work  
 MCOMPUT250: Personal Computers At Home: In-store Any  
 MCOMPUT251: Personal Computers At Home: Mail Order Any  
 MCOMPUT252: Personal Computers At Home: Online/Internet Any  
 MCOMPUT253: Personal Computers At Home: Phone Any  
 MCOMPUT254: Personal Computers At Home - When bought: Within the last 12 months Any  
 MCOMPUT255: Personal Computers At Home - When bought: 1-2 years ago Any  
 MCOMPUT256: Personal Computers At Home - When bought: 3-4 years ago Any  
 MCOMPUT257: Personal Computers At Home - When bought: 5+ years ago Any  
 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 Bumer) Use at work  
 MCOMPUT095: Personal Computers - Computer Peripherals: CD ROM Drive Use at work  
 MCOMPUT096: Personal Computers - Computer Peripherals: CD-RW Drive (CD Bumer) Use at work  
 MCOMPUT097: Personal Computers - Computer Peripherals: DVD Drive Use at work  
 MCOMPUT098: Personal Computers - Computer Peripherals: DVD-RW Drive (DVD Bumer) 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 Household owns  
 MELECTR220: Computer Printers And Fax Machines: All-in-one Printer with Fax Household owns  
 MELECTR221: Computer Printers And Fax Machines: Computer Printer Only Household owns  
 MELECTR223: Computer Printers And Fax Machines: Other Household owns  
 MELECTR224: Computer Printers And Fax Machines - Brands: Brother Household owns  
 MELECTR225: Computer Printers And Fax Machines - Brands: Canon Household owns  
 MELECTR226: Computer Printers And Fax Machines - Brands: Epson Household owns  
 MELECTR227: Computer Printers And Fax Machines - Brands: HP Household owns  
 MELECTR228: Computer Printers And Fax Machines - Brands: Other Household owns  
 MELECTR229: Computer Printers And Fax Machines - Brands: Any Computer Printer Household owns  
 MELECTR230: Computer Printers And Fax Machines - Kinds: Color Household owns  
 MELECTR231: Computer Printers And Fax Machines - Kinds: Black and White Household owns  
 MELECTR232: Computer Printers And Fax Machines - Types: Laser Household owns  
 MELECTR233: Computer Printers And Fax Machines - Types: Ink Jet Household owns  
 MELECTR234: Computer Printers And Fax Machines - Types: Other Household owns  
 Computer Peripherals  
 MCOMPUT001: Personal Computers - At Home Or At Work: Household owns  
 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  
 MCOMPUT065: Personal Computers - Computer Software: Online Meeting/Conference Own at home  
 MCOMPUT066: Personal Computers - Computer Software: Online/remote data backup Own at home  
 MCOMPUT067: Personal Computers - Computer Software: Photo editing Own at home  
 MCOMPUT068: Personal Computers - Computer Software: Security/Anti-virus Own at home  
 MCOMPUT069: Personal Computers - Computer Software: Spreadsheet Own at home  
 MCOMPUT070: Personal Computers - Computer Software: Utility Own at home  
 MCOMPUT071: Personal Computers - Computer Software: Web Authoring Own at home  
 MCOMPUT072: Personal Computers - Computer Software: Word Processing Own at home  
 MCOMPUT073: Personal Computers - Computer Software: Other Own at home  
 Telephones and Accessories  
 MELECTR281: Home Phone & Accessories (Landline Phone): In-Home Telephone Household Owns  
 MELECTR282: Home Phone & Accessories (Landline Phone) - Answering Machine Household Owns  
 MELECTR283: Home Phone & Accessories (Landline Phone) - Telephone Headset Household Owns  
 MELECTR284: Home Phone & Accessories (Landline Phone) - Wireless Headphones Household Owns  
 Telephone Usage  
 MELECTR542: DVD & Blu-Ray Players - Formats: 4K Ultra HD Household owns  
 MELECTR285: Local Calls - Number Of Calls: 1 - 10  
 MELECTR286: Local Calls - Number Of Calls: 11 - 20  
 MELECTR287: Local Calls - Number Of Calls: 21 - 30  
 MELECTR288: Local Calls - Number Of Calls: 31 - 50  
 MELECTR289: Local Calls - Number Of Calls: 51 - 99  
 MELECTR290: Local Calls - Number Of Calls: 100+  
 MELECTR291: Local & Long Distance Calls (Personal Calls Only) - ave landline bill: \$15 or Less  
 MELECTR292: Local & Long Distance Calls (Personal Calls Only) - ave landline bill: \$16 - \$25  
 MELECTR293: Local & Long Distance Calls (Personal Calls Only) - ave landline bill: \$26 - \$59  
 MELECTR294: Local & Long Distance Calls (Personal Calls Only) - ave landline bill: \$60 - \$99

MELECTR295: Local & Long Distance Calls (Personal Calls Only) - ave landline bill: \$100+

MELECTR296: Local & Long Distance Calls - Services: AT&T Local

MELECTR297: Local & Long Distance Calls - Services: AT&T Long Distance

MELECTR298: Local & Long Distance Calls - Services: CenturyLink Local

MELECTR299: Local & Long Distance Calls - Services: CenturyLink Long Distance

MELECTR300: Local & Long Distance Calls - Services: Comcast/Xfinity Local

MELECTR301: Local & Long Distance Calls - Services: Comcast/Xfinity Long Distance

MELECTR302: Local & Long Distance Calls - Services: Cox Local

MELECTR303: Local & Long Distance Calls - Services: Cox Long Distance

MELECTR306: Local & Long Distance Calls - Services: Time Warner Local

MELECTR307: Local & Long Distance Calls - Services: Time Warner Long Distance

MELECTR308: Local & Long Distance Calls - Services: Verizon Local

MELECTR309: Local & Long Distance Calls - Services: Verizon Long Distance

MELECTR310: Local & Long Distance Calls - Services: Vonage Local

MELECTR311: Local & Long Distance Calls - Services: Vonage Long Distance

MELECTR312: Local & Long Distance Calls - Services: Other Local

MELECTR313: Local & Long Distance Calls - Services: Other Long Distance

MELECTR314: Long Distance Calls - Number Of Calls In The U.S.: Any call in last 30 days

MELECTR315: Long Distance Calls - Number Of International Calls: Any call in last 30 days

Televisions

MELECTR544: Music & Other Audio Listen/Purchase - Where purchased: Audible

MELECTR545: Portable GPS Navigation Devices: Garmin Household owns

MELECTR546: Portable GPS Navigation Devices: Magellan Household owns

MELECTR547: Portable GPS Navigation Devices: TomTom Household owns

MELECTR548: Portable GPS Navigation Devices: Other Household owns

MELECTR549: Telephone Calling Cards/Pre-Paid Cards: Any Personally have or Acquired Last Year

MELECTR389: Television Sets - Bought in last 12 months: Net Any Set: Bought any

MELECTR390: Television Sets - Brand decision maker: Net Any Set: Yourself alone or with someone else

MELECTR391: Television Sets - Brand decision maker: Net Any Set: Someone else

MELECTR550: Television Sets - Brands: Net Any Set: Element

MELECTR392: Television Sets - Brands: Net Any Set: Emerson

MELECTR551: Television Sets - Brands: Net Any Set: Hisense

MELECTR393: Television Sets - Brands: Net Any Set: Insignia

MELECTR394: Television Sets - Brands: Net Any Set: JVC

MELECTR395: Television Sets - Brands: Net Any Set: LG

MELECTR396: Television Sets - Brands: Net Any Set: Magnavox

MELECTR397: Television Sets - Brands: Net Any Set: Panasonic

MELECTR398: Television Sets - Brands: Net Any Set: Philips

MELECTR399: Television Sets - Brands: Net Any Set: RCA

MELECTR400: Television Sets - Brands: Net Any Set: Samsung

MELECTR401: Television Sets - Brands: Net Any Set: Sanyo

MELECTR402: Television Sets - Brands: Net Any Set: Sharp

MELECTR403: Television Sets - Brands: Net Any Set: Sony

MELECTR552: Television Sets - Brands: Net Any Set: TCL

MELECTR404: Television Sets - Brands: Net Any Set: Toshiba

MELECTR405: Television Sets - Brands: Net Any Set: Vizio

MELECTR406: Television Sets - Brands: Net Any Set: Westinghouse

MELECTR407: Television Sets - Brands: Net Any Set: Other

MELECTR408: Television Sets - Cost: Net Any Set: <\$100

MELECTR409: Television Sets - Cost: Net Any Set: \$100 - \$299

MELECTR410: Television Sets - Cost: Net Any Set: \$300 - \$699

MELECTR411: Television Sets - Cost: Net Any Set: \$700 - \$999

MELECTR412: Television Sets - Cost: Net Any Set: \$1000 - \$1499

MELECTR413: Television Sets - Cost: Net Any Set: \$1500 - \$2999

MELECTR414: Television Sets - Cost: Net Any Set: \$3000+

MELECTR415: Television Sets - Decision Maker: 1 Set

MELECTR416: Television Sets - Decision Maker: 2 Sets

MELECTR417: Television Sets - Decision Maker: 3 Sets

MELECTR418: Television Sets - Features: Net Any Set: 3D TV

MELECTR419: Television Sets - Features: Net Any Set: 4K Ultra HDTV

MELECTR420: Television Sets - Features: Net Any Set: HDTV

MELECTR421: Television Sets - Features: Net Any Set: HDTV Ready

MELECTR422: Television Sets - Features: Net Any Set: Curved Screen

MELECTR423: Television Sets - Features: Net Any Set: Picture in Picture

MELECTR424: Television Sets - Features: Net Any Set: Combination TV/DVD

MELECTR425: Television Sets - Features: Net Any Set: Closed captioning

MELECTR426: Television Sets - Features: Net Any Set: Smart TV/Internet Connectable

MELECTR427: Television Sets - Kinds: Net Any Set: Regular (tube)

MELECTR428: Television Sets - Kinds: Net Any Set: LCD

MELECTR429: Television Sets - Kinds: Net Any Set: LED

MELECTR430: Television Sets - Kinds: Net Any Set: OLED

MELECTR431: Television Sets - Kinds: Net Any Set: Plasma

MELECTR432: Television Sets - Kinds: Net Any Set: Projection

MELECTR433: Television Sets - Kinds: Net Any Set: DLP

MELECTR434: Television Sets - Number Own: None

MELECTR435: Television Sets - Number Own: 1

MELECTR436: Television Sets - Number Own: 2

MELECTR437: Television Sets - Number Own: 3

MELECTR438: Television Sets - Number Own: 4+

MELECTR439: Television Sets - Screen Size: Net Any Set: Under 27 (Small)

MELECTR440: Television Sets - Screen Size: Net Any Set: 27-35 (Medium)

MELECTR441: Television Sets - Screen Size: Net Any Set: 36-42 (Large)

MELECTR442: Television Sets - Screen Size: Net Any Set: 43-54 (XLarge)

MELECTR443: Television Sets - Screen Size: Net Any Set: 55 and over (XXLarge)

Video Games and Systems

MELECTR553: Television Sets - Screen Size: Net Any Set: 55 - 69 (XXLarge)

MELECTR554: Television Sets - Screen Size: Net Any Set: 70+

MELECTR444: Video Games (Household Owns) - Total Spent on hardware: <\$100

MELECTR445: Video Games (Household Owns) - Total Spent on hardware: \$100 - \$149

MELECTR446: Video Games (Household Owns) - Total Spent on hardware: \$150 - \$199

MELECTR447: Video Games (Household Owns) - Total Spent on hardware: \$200 - \$299

MELECTR448: Video Games (Household Owns) - Total Spent on hardware: \$300+

MELECTR449: Video Games (Household Owns) - Total Spent on hardware: \$300 - \$399

MELECTR450: Video Games (Household Owns) - Total Spent on hardware: \$400+

MELECTR451: Video Games (Household Owns) - Total Spent on video games: <\$20

MELECTR452: Video Games (Household Owns) - Total Spent on video games: \$20 - \$49

MELECTR453: Video Games (Household Owns) - Total Spent on video games: \$50 - \$75

MELECTR454: Video Games (Household Owns) - Total Spent on video games: \$76 - \$100

MELECTR455: Video Games (Household Owns) - Total Spent on video games: \$101 - \$150

MELECTR456: Video Games (Household Owns) - Total Spent on video games: \$151 - \$200

MELECTR457: Video Games (Household Owns) - Total Spent on video games: \$201 - \$400

MELECTR458: Video Games (Household Owns) - Total Spent on video games: \$401+

MELECTR459: Video Games (Household Owns) - Any Video Game Systems: Bought in last 12 months

MELECTR460: Video Games (Household Owns) - Principal User: Yourself

MELECTR461: Video Games (Household Owns) - Principal User: Other adult

MELECTR462: Video Games (Household Owns) - Principal User: Teen (12-17)

MELECTR463: Video Games (Household Owns) - Principal User: Child (under 12)

MELECTR464: Video Games (Household Owns) - Systems: Nintendo DS/Nintendo DS lite

MELECTR555: Video Games (Household Owns) - Systems: Nintendo Switch

MELECTR467: Video Games (Household Owns) - Systems: Nintendo 3DS



MELECTR468: Video Games (Household Owns) - Systems: Nintendo 3DS XL  
 MELECTR469: Video Games (Household Owns) - Systems: Nintendo 2DS  
 MELECTR470: Video Games (Household Owns) - Systems: Nintendo Wii U  
 MELECTR471: Video Games (Household Owns) - Systems: Nintendo Wii  
 MELECTR472: Video Games (Household Owns) - Systems: PlayStation 4 (PS4)  
 MELECTR473: Video Games (Household Owns) - Systems: PlayStation 3 (PS 3)  
 MELECTR474: Video Games (Household Owns) - Systems: PlayStation 2 (PS 2)  
 MELECTR475: Video Games (Household Owns) - Systems: Sony PSP/Sony PSPgo  
 MELECTR476: Video Games (Household Owns) - Systems: Sony PS Vita  
 MELECTR477: Video Games (Household Owns) - Systems: Xbox 360  
 MELECTR478: Video Games (Household Owns) - Systems: Xbox One  
 MELECTR479: Video Games (Household Owns) - Systems Bought: Nintendo DS/DS Lite bought last year  
 MELECTR556: Video Games (Household Owns) - Systems Bought: Nintendo Switch bought last year  
 MELECTR482: Video Games (Household Owns) - Systems Bought: Nintendo 3DS bought last year  
 MELECTR483: Video Games (Household Owns) - Systems Bought: Nintendo 3DS XL bought last year  
 MELECTR485: Video Games (Household Owns) - Systems Bought: Nintendo Wii bought last year  
 MELECTR486: Video Games (Household Owns) - Systems Bought: Nintendo Wii U bought last year  
 MELECTR487: Video Games (Household Owns) - Systems Bought: PlayStation 2 (PS2) bought last year  
 MELECTR488: Video Games (Household Owns) - Systems Bought: PlayStation 3 (PS3) bought last year  
 MELECTR489: Video Games (Household Owns) - Systems Bought: PlayStation 4 (PS4) bought last year  
 MELECTR490: Video Games (Household Owns) - Systems Bought: Sony PSP/PSPgo bought last year  
 MELECTR491: Video Games (Household Owns) - Systems Bought: Sony PS Vita bought last year  
 MELECTR492: Video Games (Household Owns) - Systems Bought: Xbox One bought last year  
 MELECTR493: Video Games (Household Owns) - Systems Bought: Xbox 360 bought last year  
 MELECTR484: Video Games (Household Owns) - Systems Bought: Nintendo 2DS bought last year  
 MELECTR494: Video Games (Household Owns) - Type Of System Owned: Handheld  
 MELECTR495: Video Games (Household Owns) - Type Of System Owned: Attached to TV/Computer  
 MELECTR496: Video Games (Household Owns) - Video Games Bought: 1  
 MELECTR497: Video Games (Household Owns) - Video Games Bought: 2  
 MELECTR498: Video Games (Household Owns) - Video Games Bought: 3  
 MELECTR499: Video Games (Household Owns) - Video Games Bought: 4  
 MELECTR500: Video Games (Household Owns) - Video Games Bought: 5  
 MELECTR501: Video Games (Household Owns) - Video Games Bought: 6-9  
 MELECTR502: Video Games (Household Owns) - Video Games Bought: 10  
 MELECTR503: Video Games (Household Owns) - Video Games Bought: 11+  
 MELECTR505: Video Games (Household Owns) - Video Games Rented: 1+ (Any)  
 MELECTR506: Video Games (Household Owns) - Where Purchased: Video Store  
 Video Games/systems  
 MELECTR507: Video Games (Household Owns) - Where Purchased: Electronics Store  
 Video Games/systems  
 MELECTR509: Video Games (Household Owns) - Where Purchased: GameStop  
 Video Games/systems  
 MELECTR510: Video Games (Household Owns) - Where Purchased: Other Gaming Store  
 Video Games/systems  
 MELECTR511: Video Games (Household Owns) - Where Purchased: Discount Dept. Store  
 Video Games/systems  
 MELECTR512: Video Games (Household Owns) - Where Purchased: Toy Store  
 Video Games/systems  
 MELECTR513: Video Games (Household Owns) - Where Purchased: Internet/Online  
 Video Games/systems  
 MELECTR514: Video Games (Household Owns) - Where Purchased: Through game console  
 Video Games/systems

MELECTR515: Video Games (Household Owns) - Where Purchased: Other Video Games/systems

#### Restaurants

##### Family Restaurants/Steak Houses

MREST001: Family Restaurants & Steak Houses: In Last 6 Months Total Category  
 MREST002: Family Restaurants & Steak Houses: In Last 6 Months Applebees  
 MREST003: Family Restaurants & Steak Houses: In Last 6 Months Bakers Square  
 MREST004: Family Restaurants & Steak Houses: In Last 6 Months Benihana  
 MREST005: Family Restaurants & Steak Houses: In Last 6 Months Bertuccis  
 MREST006: Family Restaurants & Steak Houses: In Last 6 Months Big Boy  
 MREST179: Family Restaurants & Steak Houses: In Last 6 Months BJ's  
 Restaurant & Brewhouse  
 MREST007: Family Restaurants & Steak Houses: In Last 6 Months Black Angus  
 Steakhouse  
 MREST008: Family Restaurants & Steak Houses: In Last 6 Months Bob Evans  
 Farms  
 MREST009: Family Restaurants & Steak Houses: In Last 6 Months Bonefish Grill  
 MREST010: Family Restaurants & Steak Houses: In Last 6 Months Buffalo Wild  
 Wings  
 MREST011: Family Restaurants & Steak Houses: In Last 6 Months California  
 Pizza Kitchen  
 MREST012: Family Restaurants & Steak Houses: In Last 6 Months Carinos Italian  
 MREST013: Family Restaurants & Steak Houses: In Last 6 Months Carrabbas  
 Italian Grill  
 MREST180: Family Restaurants & Steak Houses: In Last 6 Months Cheddars  
 Scratch Kitchen  
 MREST014: Family Restaurants & Steak Houses: In Last 6 Months The  
 Cheesecake Factory  
 MREST015: Family Restaurants & Steak Houses: In Last 6 Months Chevys  
 MREST016: Family Restaurants & Steak Houses: In Last 6 Months Chilis Grill &  
 Bar  
 MREST017: Family Restaurants & Steak Houses: In Last 6 Months CiCis Pizza  
 MREST018: Family Restaurants & Steak Houses: In Last 6 Months Cracker Barrel  
 MREST019: Family Restaurants & Steak Houses: In Last 6 Months Dave &  
 Busters  
 MREST020: Family Restaurants & Steak Houses: In Last 6 Months Dennys  
 MREST021: Family Restaurants & Steak Houses: In Last 6 Months El Torito  
 MREST022: Family Restaurants & Steak Houses: In Last 6 Months Famous Daves  
 MREST023: Family Restaurants & Steak Houses: In Last 6 Months Friendly's  
 MREST024: Family Restaurants & Steak Houses: In Last 6 Months Golden Corral  
 MREST025: Family Restaurants & Steak Houses: In Last 6 Months Hard Rock  
 Cafe  
 MREST026: Family Restaurants & Steak Houses: In Last 6 Months HomeTown  
 Buffet  
 MREST027: Family Restaurants & Steak Houses: In Last 6 Months Hooters  
 MREST028: Family Restaurants & Steak Houses: In Last 6 Months Houlihans  
 MREST029: Family Restaurants & Steak Houses: In Last 6 Months International  
 House of Pancakes (IHOP)  
 MREST030: Family Restaurants & Steak Houses: In Last 6 Months Joes Crab  
 Shack  
 MREST031: Family Restaurants & Steak Houses: In Last 6 Months Logans  
 Roadhouse  
 MREST032: Family Restaurants & Steak Houses: In Last 6 Months Lone Star  
 Steakhouse  
 MREST033: Family Restaurants & Steak Houses: In Last 6 Months LongHorn  
 Steakhouse  
 MREST034: Family Restaurants & Steak Houses: In Last 6 Months Marie  
 Callenders  
 MREST035: Family Restaurants & Steak Houses: In Last 6 Months OCharleys  
 MREST036: Family Restaurants & Steak Houses: In Last 6 Months Old Country  
 Buffet  
 MREST037: Family Restaurants & Steak Houses: In Last 6 Months Olive Garden  
 MREST038: Family Restaurants & Steak Houses: In Last 6 Months On The Border  
 MREST039: Family Restaurants & Steak Houses: In Last 6 Months Outback  
 Steakhouse  
 MREST040: Family Restaurants & Steak Houses: In Last 6 Months P.F. Changs  
 MREST181: Family Restaurants & Steak Houses: In Last 6 Months Pei Wei Asian  
 Diner

MREST041: Family Restaurants & Steak Houses: In Last 6 Months Perkins  
 MREST042: Family Restaurants & Steak Houses: In Last 6 Months Ponderosa  
 MREST043: Family Restaurants & Steak Houses: In Last 6 Months Red Lobster  
 MREST044: Family Restaurants & Steak Houses: In Last 6 Months Red Robin  
 MREST045: Family Restaurants & Steak Houses: In Last 6 Months Romanos Macaroni Grill  
 MREST046: Family Restaurants & Steak Houses: In Last 6 Months Ruby Tuesday  
 MREST047: Family Restaurants & Steak Houses: In Last 6 Months Ruths Chris Steak House  
 MREST048: Family Restaurants & Steak Houses: In Last 6 Months Ryans  
 MREST049: Family Restaurants & Steak Houses: In Last 6 Months Shoneys  
 MREST050: Family Restaurants & Steak Houses: In Last 6 Months Sizzler  
 MREST051: Family Restaurants & Steak Houses: In Last 6 Months Smokey Bones  
 MREST052: Family Restaurants & Steak Houses: In Last 6 Months Texas Roadhouse  
 MREST053: Family Restaurants & Steak Houses: In Last 6 Months T.G.I. Fridays  
 MREST054: Family Restaurants & Steak Houses: In Last 6 Months Tony Romas  
 MREST055: Family Restaurants & Steak Houses: In Last 6 Months Uno Pizzeria & Grill  
 MREST056: Family Restaurants & Steak Houses: In Last 6 Months Village Inn Restaurant  
 MREST057: Family Restaurants & Steak Houses: In Last 6 Months Waffle House  
 MREST058: Family Restaurants & Steak Houses: In Last 6 Months Breakfast  
 MREST059: Family Restaurants & Steak Houses: In Last 6 Months Lunch  
 MREST060: Family Restaurants & Steak Houses: In Last 6 Months Snacks  
 MREST061: Family Restaurants & Steak Houses: In Last 6 Months Supper/Dinner  
 MREST062: Family Restaurants & Steak Houses: In Last 6 Months Weekdays  
 MREST063: Family Restaurants & Steak Houses: In Last 6 Months Weekends  
 MREST064: Family Restaurants & Steak Houses: In Last 6 Months Eat-in  
 MREST065: Family Restaurants & Steak Houses: In Last 6 Months Home delivery  
 MREST066: Family Restaurants & Steak Houses: In 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: In Last 6 Months Total Category  
 MREST068: Fast Food & Drive-In Restaurants: In Last 6 Months A & W  
 MREST069: Fast Food & Drive-In Restaurants: In Last 6 Months Arby's  
 MREST070: Fast Food & Drive-In Restaurants: In Last 6 Months Au Bon Pain  
 MREST182: Fast Food & Drive-In Restaurants: In Last 6 Months Auntie Annes  
 MREST072: Fast Food & Drive-In Restaurants: In Last 6 Months Baskin-Robbins  
 MREST073: Fast Food & Drive-In Restaurants: In Last 6 Months Ben & Jerrys  
 MREST074: Fast Food & Drive-In Restaurants: In Last 6 Months Bojangles  
 MREST075: Fast Food & Drive-In Restaurants: In Last 6 Months Boston Market  
 MREST076: Fast Food & Drive-In Restaurants: In Last 6 Months Burger King  
 MREST077: Fast Food & Drive-In Restaurants: In Last 6 Months Captain D's  
 MREST078: Fast Food & Drive-In Restaurants: In Last 6 Months Carls Jr.  
 MREST079: Fast Food & Drive-In Restaurants: In Last 6 Months Checkers  
 MREST080: Fast Food & Drive-In Restaurants: In Last 6 Months Chick-fil-A  
 MREST081: Fast Food & Drive-In Restaurants: In Last 6 Months Chipotle Mexican Grill  
 MREST082: Fast Food & Drive-In Restaurants: In Last 6 Months Chuck E. Cheeses  
 MREST083: Fast Food & Drive-In Restaurants: In Last 6 Months Church's Chicken  
 MREST084: Fast Food & Drive-In Restaurants: In Last 6 Months Cold Stone Creamery  
 MREST085: Fast Food & Drive-In Restaurants: In Last 6 Months Culvers  
 MREST086: Fast Food & Drive-In Restaurants: In Last 6 Months Dairy Queen  
 MREST087: Fast Food & Drive-In Restaurants: In Last 6 Months Del Taco

MREST183: Fast Food & Drive-In Restaurants: In Last 6 Months Dickey's Barbeque Pit  
 MREST088: Fast Food & Drive-In Restaurants: In Last 6 Months Dominos  
 MREST089: Fast Food & Drive-In Restaurants: In Last 6 Months Dunkin' Donuts  
 MREST090: Fast Food & Drive-In Restaurants: In Last 6 Months Einstein Bros. Bagels  
 MREST091: Fast Food & Drive-In Restaurants: In Last 6 Months El Pollo Loco  
 MREST092: Fast Food & Drive-In Restaurants: In Last 6 Months Fazolis  
 MREST184: Fast Food & Drive-In Restaurants: In Last 6 Months Firehouse Subs  
 MREST093: Fast Food & Drive-In Restaurants: In Last 6 Months Five Guys  
 MREST094: Fast Food & Drive-In Restaurants: In Last 6 Months Fuddruggers  
 MREST095: Fast Food & Drive-In Restaurants: In Last 6 Months Hardees  
 MREST096: Fast Food & Drive-In Restaurants: In Last 6 Months Jack in the Box  
 MREST097: Fast Food & Drive-In Restaurants: In Last 6 Months Jamba Juice  
 MREST098: Fast Food & Drive-In Restaurants: In Last 6 Months Jimmy Johns  
 MREST099: Fast Food & Drive-In Restaurants: In Last 6 Months KFC  
 MREST100: Fast Food & Drive-In Restaurants: In Last 6 Months Krispy Kreme Doughnuts  
 MREST101: Fast Food & Drive-In Restaurants: In Last 6 Months Krystal  
 MREST102: Fast Food & Drive-In Restaurants: In Last 6 Months Little Caesars  
 MREST103: Fast Food & Drive-In Restaurants: In Last 6 Months Long John Silvers  
 MREST185: Fast Food & Drive-In Restaurants: In Last 6 Months McAlister's Deli  
 MREST104: Fast Food & Drive-In Restaurants: In Last 6 Months McDonalds  
 MREST105: Fast Food & Drive-In Restaurants: In Last 6 Months Moes Southwest Grill  
 MREST106: Fast Food & Drive-In Restaurants: In Last 6 Months Noodles & Company  
 MREST107: Fast Food & Drive-In Restaurants: In Last 6 Months Orange Julius  
 MREST108: Fast Food & Drive-In Restaurants: In Last 6 Months Panda Express  
 MREST109: Fast Food & Drive-In Restaurants: In Last 6 Months Panera Bread  
 MREST110: Fast Food & Drive-In Restaurants: In Last 6 Months Papa Johns  
 MREST112: Fast Food & Drive-In Restaurants: In Last 6 Months Pizza Hut  
 MREST113: Fast Food & Drive-In Restaurants: In Last 6 Months Popeyes Chicken  
 MREST114: Fast Food & Drive-In Restaurants: In Last 6 Months Qdoba Mexican Grill  
 MREST115: Fast Food & Drive-In Restaurants: In Last 6 Months Quiznos  
 MREST116: Fast Food & Drive-In Restaurants: In Last 6 Months Rally's  
 MREST117: Fast Food & Drive-In Restaurants: In Last 6 Months Round Table Pizza  
 MREST118: Fast Food & Drive-In Restaurants: In Last 6 Months Sbarro  
 MREST119: Fast Food & Drive-In Restaurants: In Last 6 Months Schlotzsky's  
 MREST120: Fast Food & Drive-In Restaurants: In Last 6 Months Smashburger  
 MREST121: Fast Food & Drive-In Restaurants: In Last 6 Months Sonic Drive-in  
 MREST122: Fast Food & Drive-In Restaurants: In Last 6 Months Starbucks  
 MREST123: Fast Food & Drive-In Restaurants: In Last 6 Months Steak 'n Shake  
 MREST124: Fast Food & Drive-In Restaurants: In Last 6 Months Subway  
 MREST125: Fast Food & Drive-In Restaurants: In Last 6 Months Taco Bell  
 MREST126: Fast Food & Drive-In Restaurants: In Last 6 Months Taco Johns  
 MREST127: Fast Food & Drive-In Restaurants: In Last 6 Months Tim Hortons  
 MREST186: Fast Food & Drive-In Restaurants: In Last 6 Months Tropical Smoothie Caf  
 MREST128: Fast Food & Drive-In Restaurants: In Last 6 Months Wendys  
 MREST129: Fast Food & Drive-In Restaurants: In Last 6 Months Whataburger  
 MREST130: Fast Food & Drive-In Restaurants: In Last 6 Months White Castle  
 MREST131: Fast Food & Drive-In Restaurants: In Last 6 Months Wienerschnitzel  
 MREST132: Fast Food & Drive-In Restaurants: In Last 6 Months Wing-Stop  
 MREST133: Fast Food & Drive-In Restaurants: In Last 6 Months Zaxbys  
 MREST134: Fast Food & Drive-In Restaurants: In Last 6 Months Breakfast  
 MREST135: Fast Food & Drive-In Restaurants: In Last 6 Months Lunch  
 MREST136: Fast Food & Drive-In Restaurants: In Last 6 Months Snacks  
 MREST137: Fast Food & Drive-In Restaurants: In Last 6 Months Supper/Dinner  
 MREST138: Fast Food & Drive-In Restaurants: In Last 6 Months Weekdays  
 MREST139: Fast Food & Drive-In Restaurants: In Last 6 Months Weekends  
 MREST140: Fast Food & Drive-In Restaurants: In Last 6 Months Eat-in  
 MREST141: Fast Food & Drive-In Restaurants: In Last 6 Months Home delivery  
 MREST142: Fast Food & Drive-In Restaurants: In Last 6 Months Take-out - Drive-thru

MREST143: Fast Food & Drive-In Restaurants: In Last 6 Months Take-out - Walk-in  
 MREST144: Fast Food & Drive-In Restaurants: In Last 6 Months Burgers/Hot Dogs  
 MREST145: Fast Food & Drive-In Restaurants: In Last 6 Months Chicken  
 MREST146: Fast Food & Drive-In Restaurants: In Last 6 Months Mexican  
 MREST147: Fast Food & Drive-In Restaurants: In Last 6 Months Pizza/Pasta  
 MREST148: Fast Food & Drive-In Restaurants: In Last 6 Months Sandwich  
 MREST149: Fast Food & Drive-In Restaurants: In Last 6 Months Seafood  
 MREST150: Fast Food & Drive-In Restaurants: In 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  
 MFINANC002: Banking & Financial Services - Banks Used: Ally Bank  
 MFINANC003: Banking & Financial Services - Banks Used: Bank of America  
 MFINANC004: Banking & Financial Services - Banks Used: BB&T (Branch Banking & Trust)  
 MFINANC005: Banking & Financial Services - Banks Used: Capital One  
 MFINANC006: Banking & Financial Services - Banks Used: Chase  
 MFINANC007: Banking & Financial Services - Banks Used: Citibank  
 MFINANC008: Banking & Financial Services - Banks Used: Citizens  
 MFINANC009: Banking & Financial Services - Banks Used: Fifth Third Bank  
 MFINANC010: Banking & Financial Services - Banks Used: HSBC

MFINANC011: Banking & Financial Services - Banks Used: KeyBank  
 MFINANC012: Banking & Financial Services - Banks Used: PNC  
 MFINANC013: Banking & Financial Services - Banks Used: Regions Bank  
 MFINANC014: Banking & Financial Services - Banks Used: Sun Trust  
 MFINANC015: Banking & Financial Services - Banks Used: TD Bank  
 MFINANC016: Banking & Financial Services - Banks Used: U.S. Bank  
 MFINANC017: Banking & Financial Services - Banks Used: Wells Fargo  
 MFINANC018: Banking & Financial Services - Banks Used: Other National Bank  
 MFINANC019: Banking & Financial Services - Banks Used: Local/Community Bank  
 MFINANC020: Banking & Financial Services - Banks Used: Credit Union  
 MFINANC021: Banking & Financial Services - Banks Used: Mutual Funds Co.  
 MFINANC022: Banking & Financial Services - Banks Used: Internet Bank  
 MFINANC023: Banking & Financial Services - Methods Used: Bank in person  
 MFINANC024: Banking & Financial Services - Methods Used: ATM/Cash machine  
 MFINANC025: Banking & Financial Services - Methods Used: Bank by Mail  
 MFINANC026: Banking & Financial Services - Methods Used: Direct Deposit (payroll check)  
 MFINANC027: Banking & Financial Services - Methods Used: Bank by Phone  
 MFINANC028: Banking & Financial Services - Methods Used: Banking Online/Internet  
 MFINANC029: Banking & Financial Services - Methods Used: Banking on Mobile Device  
 MFINANC030: Banking & Financial Services - Methods Used: Paperless Statements  
 Contributions  
 MFINANC032: Contributions: Public Broadcasting Service (PBS)  
 MFINANC033: Contributions: National Public Radio (NPR)  
 MFINANC034: Contributions: Religious  
 MFINANC035: Contributions: Arts/Cultural  
 MFINANC036: Contributions: Educational  
 MFINANC037: Contributions: Environmental  
 MFINANC038: Contributions: Health  
 MFINANC039: Contributions: Political  
 MFINANC040: Contributions: Social Services  
 MFINANC041: Contributions: Other Non-Religious Organization  
 MFINANC042: Contributions: <\$50  
 MFINANC043: Contributions: \$50 - \$99  
 MFINANC044: Contributions: \$100 - \$249  
 MFINANC045: Contributions: \$250 - \$499  
 MFINANC046: Contributions: \$500 or more  
 Credit Cards  
 MFINANC047: Credit Cards - Average Monthly Expenditure: \$35 or less  
 MFINANC048: Credit Cards - Average Monthly Expenditure: \$36 - \$55  
 MFINANC049: Credit Cards - Average Monthly Expenditure: \$56 - \$90  
 MFINANC050: Credit Cards - Average Monthly Expenditure: \$91 - \$110  
 MFINANC051: Credit Cards - Average Monthly Expenditure: \$111 - \$180  
 MFINANC052: Credit Cards - Average Monthly Expenditure: \$181 - \$225  
 MFINANC053: Credit Cards - Average Monthly Expenditure: \$226 - \$450  
 MFINANC054: Credit Cards - Average Monthly Expenditure: \$451 - \$700  
 MFINANC055: Credit Cards - Average Monthly Expenditure: \$701 - \$1000  
 MFINANC056: Credit Cards - Average Monthly Expenditure: \$1001 - \$1500  
 MFINANC057: Credit Cards - Average Monthly Expenditure: \$1501 - \$2000  
 MFINANC058: Credit Cards - Average Monthly Expenditure: \$2001+  
 MFINANC059: Credit Cards - How Often Use For Business Purchases: More than 20  
 MFINANC060: Credit Cards - How Often Use For Business Purchases: 11-20 times  
 MFINANC061: Credit Cards - How Often Use For Business Purchases: 6-10  
 MFINANC062: Credit Cards - How Often Use For Business Purchases: 1-5  
 MFINANC063: Credit Cards - How Often Use For Business Purchases: less than one  
 MFINANC064: Credit Cards - How Often Use For Personal Purchases: More than 20  
 MFINANC065: Credit Cards - How Often Use For Personal Purchases: 11-20 times  
 MFINANC066: Credit Cards - How Often Use For Personal Purchases: 6-10  
 MFINANC067: Credit Cards - How Often Use For Personal Purchases: 1-5

MFINANC068: Credit Cards - How Often Use For Personal Purchases: less than one  
 MFINANC069: Credit Cards - How Used: Used for business purposes  
 MFINANC070: Credit Cards - How Used: Used for personal purposes  
 MFINANC071: Credit Cards - Number Owned: 1  
 MFINANC072: Credit Cards - Number Owned: 2  
 MFINANC073: Credit Cards - Number Owned: 3  
 MFINANC074: Credit Cards - Number Owned: 4  
 MFINANC075: Credit Cards - Number Owned: 5  
 MFINANC076: Credit Cards - Number Owned: 6  
 MFINANC077: Credit Cards - Number Owned: 7-9  
 MFINANC078: Credit Cards - Number Owned: 10+  
 MFINANC079: Credit Cards - Pre-approved Credit Offer: Accepted  
 MFINANC080: Credit Cards - Whether Balance Typically Carried: Never or rarely  
 MFINANC081: Credit Cards - Whether Balance Typically Carried: Sometimes  
 MFINANC082: Credit Cards - Whether Balance Typically Carried: Usually or always  
 MFINANC083: Credit/Debit Cards: American Express Green Personally have/used  
 MFINANC084: Credit/Debit Cards: American Express Gold Personally have/used  
 MFINANC085: Credit/Debit Cards: American Express Platinum Personally have/used  
 MFINANC086: Credit/Debit Cards: American Express Blue Personally have/used  
 MFINANC087: Credit/Debit Cards: American Express OPEN: Small Business Personally have/used  
 MFINANC088: Credit/Debit Cards: Other American Express Personally have/used  
 MFINANC089: Credit/Debit Cards: Diners Club Personally have/used  
 MFINANC090: Credit/Debit Cards: Discover Personally have/used  
 MFINANC091: Credit/Debit Cards: MasterCard Standard Personally have/used  
 MFINANC092: Credit/Debit Cards: MasterCard Gold Personally have/used  
 MFINANC093: Credit/Debit Cards: MasterCard Platinum Personally have/used  
 MFINANC094: Credit/Debit Cards: MasterCard World/World Elite Personally have/used  
 MFINANC095: Credit/Debit Cards: MasterCard Debit Card Personally have/used  
 MFINANC096: Credit/Debit Cards: MasterCard BusinessCard (Small Business) Personally have/used  
 MFINANC097: Credit/Debit Cards: Visa Regular/Classic Personally have/used  
 MFINANC098: Credit/Debit Cards: Visa Gold Personally have/used  
 MFINANC099: Credit/Debit Cards: Visa Platinum Personally have/used  
 MFINANC100: Credit/Debit Cards: Visa Signature Personally have/used  
 MFINANC101: Credit/Debit Cards: Visa Check Card (Debit) Personally have/used  
 MFINANC102: Credit/Debit Cards: Visa Business (Small Business) Personally have/used  
 MFINANC103: Credit/Debit Cards: Other Personally have/used  
 MFINANC104: Credit/Debit Cards - Bank That Issued: Bank of America Have personally  
 MFINANC386: Credit/Debit Cards - Bank That Issued: Barclays Have personally  
 MFINANC105: Credit/Debit Cards - Bank That Issued: Capital One Have personally  
 MFINANC106: Credit/Debit Cards - Bank That Issued: Chase Have personally  
 MFINANC107: Credit/Debit Cards - Bank That Issued: Citibank Have personally  
 MFINANC108: Credit/Debit Cards - Bank That Issued: Citizens Bank Have personally  
 MFINANC109: Credit/Debit Cards - Bank That Issued: HSBC Have personally  
 MFINANC110: Credit/Debit Cards - Bank That Issued: PNC Have personally  
 MFINANC111: Credit/Debit Cards - Bank That Issued: TD Bank Have personally  
 MFINANC112: Credit/Debit Cards - Bank That Issued: USAA Have personally  
 MFINANC113: Credit/Debit Cards - Bank That Issued: U.S.Bank Have personally  
 MFINANC114: Credit/Debit Cards - Bank That Issued: Wells Fargo Have personally  
 MFINANC115: Credit/Debit Cards - Bank That Issued: Other Have personally  
 MFINANC116: Credit/Debit Cards - Rewards Programs: Cash back Have personally  
 MFINANC117: Credit/Debit Cards - Rewards Programs: Airline miles Have personally  
 MFINANC118: Credit/Debit Cards - Rewards Programs: Hotel or Car Rental awards Have personally  
 MFINANC119: Credit/Debit Cards - Rewards Programs: Gifts Have personally  
 MFINANC120: Credit/Debit Cards - Rewards Programs: Charitable contribution Have personally

MFINANC121: Credit/Debit Cards - Rewards Programs: Gasoline discounts Have personally  
 MFINANC122: Credit/Debit Cards - Rewards Programs: Other retail discounts Have personally  
 MFINANC123: Credit/Debit Cards - Rewards Programs: Other Have personally  
 MFINANC124: Credit/Debit Cards - Store CC (Affiliated w/ Major CC): Department Store Have personally  
 MFINANC125: Credit/Debit Cards - Store CC (Affiliated w/ Major CC): Discount Store Have personally  
 MFINANC126: Credit/Debit Cards - Store CC (Affiliated w/ Major CC): Other Store Have personally  
 MFINANC127: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Dillards Have personally  
 MFINANC128: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): JCPenney Have personally  
 MFINANC129: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Lord & Taylor Have personally  
 MFINANC130: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Macys Have personally  
 MFINANC131: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Nordstrom Have personally  
 MFINANC132: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Sears Have personally  
 MFINANC133: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Target Have personally  
 MFINANC134: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Walmart Have personally  
 MFINANC135: Credit/Debit Cards - Store CC (Not-Affiliated W/ Major CC): Other Have personally  
 MFINANC136: Credit/Debit Cards - Summary Codes: Any Major Credit/Debit Card Have personally  
 MFINANC137: Credit/Debit Cards - Summary Codes: Any Store Credit Card Have personally  
 MFINANC138: Credit/Debit Cards - Summary Codes: Any Credit/Debit Card Have personally  
 MFINANC139: Debit Cards - Average Monthly Expenditure: \$35 or less  
 MFINANC140: Debit Cards - Average Monthly Expenditure: \$36 - \$55  
 MFINANC141: Debit Cards - Average Monthly Expenditure: \$56 - \$90  
 MFINANC142: Debit Cards - Average Monthly Expenditure: \$91 - \$110  
 MFINANC143: Debit Cards - Average Monthly Expenditure: \$111 - \$180  
 MFINANC144: Debit Cards - Average Monthly Expenditure: \$181 - \$225  
 MFINANC145: Debit Cards - Average Monthly Expenditure: \$226 - \$450  
 MFINANC146: Debit Cards - Average Monthly Expenditure: \$451 - \$700  
 MFINANC147: Debit Cards - Average Monthly Expenditure: \$701 - \$1000  
 MFINANC148: Debit Cards - Average Monthly Expenditure: \$1001 - \$1500  
 MFINANC149: Debit Cards - Average Monthly Expenditure: \$1501 - \$2000  
 MFINANC150: Debit Cards - Average Monthly Expenditure: \$2001+  
 MFINANC151: Debit Cards - How Often Use For Business Purchases: More than 20  
 MFINANC152: Debit Cards - How Often Use For Business Purchases: 11-20 times  
 MFINANC153: Debit Cards - How Often Use For Business Purchases: 6-10  
 MFINANC154: Debit Cards - How Often Use For Business Purchases: 1-5  
 MFINANC155: Debit Cards - How Often Use For Business Purchases: less than one  
 MFINANC156: Debit Cards - How Often Use For Personal Purchases: More than 20  
 MFINANC157: Debit Cards - How Often Use For Personal Purchases: 11-20 times  
 MFINANC158: Debit Cards - How Often Use For Personal Purchases: 6-10  
 MFINANC159: Debit Cards - How Often Use For Personal Purchases: 1-5  
 MFINANC160: Debit Cards - How Often Use For Personal Purchases: less than one  
 MFINANC161: Debit Cards - Number Owned: 1  
 MFINANC162: Debit Cards - Number Owned: 2  
 MFINANC163: Debit Cards - Number Owned: 3  
 MFINANC164: Debit Cards - Number Owned: 4  
 MFINANC165: Debit Cards - Number Owned: 5  
 MFINANC166: Debit Cards - Number Owned: 6  
 MFINANC167: Debit Cards - Number Owned: 7-9

MFINANC168: Debit Cards - Number Owned: 10+  
 MFINANC387: Digital Payment Services - Used Last 30 Days: Apple Pay Investment Activity  
 MFINANC388: Digital Payment Services - Used Last 30 Days: Google Pay  
 MFINANC389: Digital Payment Services - Used Last 30 Days: LevelUp  
 MFINANC390: Digital Payment Services - Used Last 30 Days: MasterCard by MasterCard  
 MFINANC391: Digital Payment Services - Used Last 30 Days: PayPal  
 MFINANC392: Digital Payment Services - Used Last 30 Days: Samsung Pay  
 MFINANC393: Digital Payment Services - Used Last 30 Days: Venmo  
 MFINANC394: Digital Payment Services - Used Last 30 Days: Visa Checkout  
 MFINANC395: Digital Payment Services - Used Last 30 Days: Zelle  
 MFINANC396: Digital Payment Services - Used Last 30 Days: Other digital payment service  
 MFINANC170: Investment Activity: Stock rating service  
 MFINANC171: Investment Activity: Financial Planner/Certified Financial Planner (CFP)  
 MFINANC172: Investment Activity: Personal Money Manager  
 MFINANC173: Investment Activity: Financial Advisor/Broker  
 MFINANC174: Investment Activity: Newspaper/Magazine  
 MFINANC175: Investment Activity: TV or Radio show  
 MFINANC176: Investment Activity: Internet site  
 MFINANC177: Investment Activity: Friends/Family  
 MFINANC178: Investment Activity: Other Source  
 MFINANC179: Investment Activity: Advice or price quotes Discount brokerage firm  
 MFINANC180: Investment Activity: Advice or price quotes Full service brokerage firm  
 MFINANC181: Investment Activity: Advice or price quotes Online brokerage firm  
 MFINANC182: Investment Activity: Bought or sold bonds Discount brokerage firm  
 MFINANC183: Investment Activity: Bought or sold bonds Full service brokerage firm  
 MFINANC184: Investment Activity: Bought or sold bonds Online brokerage firm  
 MFINANC185: Investment Activity: Bought or sold stocks Discount brokerage firm  
 MFINANC186: Investment Activity: Bought or sold stocks Full service brokerage firm  
 MFINANC187: Investment Activity: Bought or sold stocks Online brokerage firm  
 MFINANC188: Investment Activity: Bought or sold mutual funds Discount brokerage firm  
 MFINANC189: Investment Activity: Bought or sold mutual funds Full service brokerage firm  
 MFINANC190: Investment Activity: Bought or sold mutual funds Online brokerage firm  
 MFINANC191: Investment Activity - Brokerage Firms Used: BNY Mellon  
 MFINANC192: Investment Activity - Brokerage Firms Used: Capital One ShareBuilder  
 MFINANC193: Investment Activity - Brokerage Firms Used: Charles Schwab  
 MFINANC194: Investment Activity - Brokerage Firms Used: Chase Investment Services  
 MFINANC195: Investment Activity - Brokerage Firms Used: Edward Jones  
 MFINANC196: Investment Activity - Brokerage Firms Used: E\*Trade  
 MFINANC197: Investment Activity - Brokerage Firms Used: Fidelity  
 MFINANC397: Investment Activity - Brokerage Firms Used: Merrill Edge  
 MFINANC198: Investment Activity - Brokerage Firms Used: Merrill Lynch  
 MFINANC199: Investment Activity - Brokerage Firms Used: Morgan Stanley Smith Barney  
 MFINANC200: Investment Activity - Brokerage Firms Used: Raymond James  
 MFINANC201: Investment Activity - Brokerage Firms Used: Scottrade  
 MFINANC202: Investment Activity - Brokerage Firms Used: T.Rowe Price  
 MFINANC203: Investment Activity - Brokerage Firms Used: TD Ameritrade  
 MFINANC204: Investment Activity - Brokerage Firms Used: TIAA-CREF  
 MFINANC205: Investment Activity - Brokerage Firms Used: UBS  
 MFINANC206: Investment Activity - Brokerage Firms Used: USAA  
 MFINANC207: Investment Activity - Brokerage Firms Used: Vanguard Group  
 MFINANC208: Investment Activity - Brokerage Firms Used: Wells Fargo Advisors  
 MFINANC209: Investment Activity - Brokerage Firms Used: Other full service firm  
 MFINANC210: Investment Activity - Brokerage Firms Used: Other discount brokerage firm  
 MFINANC211: Investment Activity - Brokerage Firms Used: Other online brokerage firm

MFINANC212: Investment Activity - Brokerage Firms Used: Other Bank  
 MFINANC213: Investment Activity - Brokerage Firms Used: Other  
 MFINANC214: Investment Activity - Number Of Investment Transactions: None  
 MFINANC215: Investment Activity - Number Of Investment Transactions: 1-2  
 MFINANC216: Investment Activity - Number Of Investment Transactions: 3-9  
 MFINANC217: Investment Activity - Number Of Investment Transactions: 10-19  
 MFINANC218: Investment Activity - Number Of Investment Transactions: 20-49  
 MFINANC219: Investment Activity - Number Of Investment Transactions: 50+ Loans and Mortgages  
 MFINANC220: Loans And Mortgages: Home Mortgage (1st) Have Personally or Jointly  
 MFINANC221: Loans And Mortgages: 2nd Mortgage (Home Equity Loan) Have Personally or Jointly  
 MFINANC222: Loans And Mortgages: Mortgage Refinance/Consolidation Loan Have Personally or Jointly  
 MFINANC223: Loans And Mortgages: Auto Loan Have Personally or Jointly  
 MFINANC224: Loans And Mortgages: Personal Loan for Education Have Personally or Jointly  
 MFINANC225: Loans And Mortgages: Personal Loan not for Education Have Personally or Jointly  
 MFINANC226: Loans And Mortgages: Personal Line of Credit Have Personally or Jointly  
 MFINANC227: Loans And Mortgages: Home Equity Line of Credit Have Personally or Jointly  
 MFINANC228: Loans And Mortgages: Loan from 401(k) or 403(b) Have Personally or Jointly  
 MFINANC229: Loans And Mortgages: Small Business Loan Have Personally or Jointly  
 MFINANC230: Loans And Mortgages: Title Loan Have Personally or Jointly  
 MFINANC231: 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: The Hartford 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 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 Smith Barney 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-CREF 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 Group 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: The Hartford Own  
 MFINANC271: Mutual Funds: The Hartford 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 Own  
 MFINANC275: Mutual Funds: Janus 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 Smith Barney Own  
 MFINANC281: Mutual Funds: Morgan Stanley Smith Barney 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-CREF Own  
 MFINANC289: Mutual Funds: TIAA-CREF 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 Group Own  
 MFINANC297: Mutual Funds: Vanguard Group 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: Real Estate - Do You Or Anyone In Your Household Own A Time Share: Yes  
 MFINANC310: Real Estate - How/When Home Built: Custom built  
 MFINANC311: Real Estate - How/When Home Built: Already built when Bought  
 MFINANC312: 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: Real Estate - Used Real Estate Agent: Sell a property  
 MFINANC318: Real Estate - Used Real Estate Agent: Buy a property  
 MFINANC319: Real Estate - Used Real Estate Agent: Other  
 MFINANC320: Real Estate - Used Real Estate Agent: Use a real estate agent  
 MFINANC398: Real Estate - Which Agent Used: Berkshire Hathaway  
 MFINANC321: Real Estate - Which Agent Used: Century 21  
 MFINANC322: Real Estate - Which Agent Used: Coldwell Banker  
 MFINANC323: Real Estate - Which Agent Used: Keller Williams  
 MFINANC325: Real Estate - Which Agent Used: Re/Max  
 MFINANC326: Real Estate - Which Agent Used: Other  
 MFINANC327: 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 et Any  
 MFINANC357: Securities - Personally Own: Other investments (commodities/puts/calls/etc.) Any  
 MFINANC358: Securities - Personally Own: Total - above Securities Any  
 MFINANC359: Securities: Stocks Owned  
 MFINANC360: Securities: Other Market Instrument Owned

MFINANC361: Securities: Any Investment Owned  
 Tax Preparation  
 MFINANC399: Securities: Stocks Acquired or Added to Last Year  
 MFINANC400: Securities: Other Market Instrument Acquired or Added to Last Year  
 MFINANC401: Securities: Any Investment Acquired or Added to Last Year  
 MFINANC362: Tax Preparation: You personally manually  
 MFINANC363: Tax Preparation - Tax Preparation Prepared Other Way: Friend or family member  
 MFINANC364: Tax Preparation - Tax Preparation Prepared Other Way: Other  
 MFINANC365: Tax Preparation - Used Computer Software Program: H&R Block  
 MFINANC366: Tax Preparation - Used Computer Software Program: TaxACT  
 MFINANC402: Tax Preparation - Used Computer Software Program: TaxSlayer  
 MFINANC367: Tax Preparation - Used Computer Software Program: TurboTax  
 MFINANC368: Tax Preparation - Used Computer Software Program: Other software  
 MFINANC369: Tax Preparation - Used Computer Software Program: Used any computer software program  
 MFINANC370: Tax Preparation - Used Internet Service: H&R Block  
 MFINANC371: Tax Preparation - Used Internet Service: Jackson Hewitt Online  
 MFINANC372: Tax Preparation - Used Internet Service: Liberty Tax  
 MFINANC373: Tax Preparation - Used Internet Service: TaxACT  
 MFINANC374: Tax Preparation - Used Internet Service: TurboTax  
 MFINANC375: Tax Preparation - Used Internet Service: Other online program/service  
 MFINANC376: Tax Preparation - Used Internet Service: Used any online program/service  
 MFINANC377: Tax Preparation - Used Tax Preparation Professional: H&R Block (on-site)  
 MFINANC378: Tax Preparation - Used Tax Preparation Professional: Jackson Hewitt (on-site)  
 MFINANC379: Tax Preparation - Used Tax Preparation Professional: Liberty Tax (on-site)  
 MFINANC380: Tax Preparation - Used Tax Preparation Professional: Other tax preparation service on-site  
 MFINANC381: Tax Preparation - Used Tax Preparation Professional: CPA or other tax professional  
 MFINANC382: Tax Preparation - When Filed Last 12 Months: Before IRS deadline  
 MFINANC383: Tax Preparation - When Filed Last 12 Months: Same day of the IRS deadline  
 MFINANC384: Tax Preparation - When Filed Last 12 Months: After the IRS deadline  
 Travellers Cheques  
 MFINANC403: Tax Preparation - Used Internet Service: TaxSlayer

**Health and Beauty**

**Health and Beauty Products**

MHLBTY001: Adhesive Bandages: Total Users: Used in last 6 months  
 MHLBTY002: Aftershave Lotion & Cologne For Men: Total Users: Used in last 6 months  
 MHLBTY073: Athletes Foot/Medicated Foot Care Products: Total Users: Used in last 6 months  
 MHLBTY074: Bath/Shower Additives (Women): Total Users: Used in last 6 months  
 MHLBTY075: Bleach And Depilatories: Total Users: Used in last 6 months  
 MHLBTY076: Blusher (Women): Total Users: Used in last 6 months  
 MHLBTY077: Body Powder: Total Users: Used in last 6 months  
 MHLBTY078: Body Wash/Shower Gel: Total Users: Used in last 6 months  
 MHLBTY079: Bronzer (Women): Total Users: Used in last 6 months  
 MHLBTY080: Cold Sores/Fever Blisters: Total Users: Used in last 6 months  
 MHLBTY081: Cold Sinus And Allergy Remedies (Nonprescr.): Total Users: Used in last 6 months  
 MHLBTY082: Cologne For Men - Total Spent for gift: \$1 - \$49  
 MHLBTY083: Cologne For Men - Total Spent for gift: \$50 - \$99  
 MHLBTY084: Cologne For Men - Total Spent for gift: \$100 - \$249  
 MHLBTY085: Cologne For Men - Total Spent for gift: \$250 or more  
 MHLBTY086: Cologne For Men - Total Spent for self: \$1 - \$49  
 MHLBTY087: Cologne For Men - Total Spent for self: \$50 - \$99  
 MHLBTY088: Cologne For Men - Total Spent for self: \$100 - \$249  
 MHLBTY089: Cologne For Men - Total Spent for self: \$250 or more

MHLBTY090: Complexion Care Products: Total Users: Used in last 6 months  
 MHLBTY091: Contact Lens Brands - Used: Acuvue  
 MHLBTY092: Contact Lens Brands - Used: Air Optix  
 MHLBTY093: Contact Lens Brands - Used: Bausch + Lomb  
 MHLBTY094: Contact Lens Brands - Used: Biofinity  
 MHLBTY095: Contact Lens Brands - Used: Dailies  
 MHLBTY096: Contact Lens Brands - Used: Other  
 MHLBTY097: Contact Lens Cleaning/Wetting Solutions: Total Users: Used in last 6 months  
 MHLBTY098: Contact Lenses - Total Spent: Under \$50  
 MHLBTY099: Contact Lenses - Total Spent: \$50 - \$74  
 MHLBTY100: Contact Lenses - Total Spent: \$75 - \$99  
 MHLBTY101: Contact Lenses - Total Spent: \$100 - \$124  
 MHLBTY102: Contact Lenses - Total Spent: \$125 - \$149  
 MHLBTY103: Contact Lenses - Total Spent: \$150 - \$199  
 MHLBTY104: Contact Lenses - Total Spent: \$200 - \$299  
 MHLBTY105: Contact Lenses - Total Spent: \$300+  
 MHLBTY107: Contraception - Used (Women): Depo-Provera  
 MHLBTY108: Contraception - Used (Women): Loestrin  
 MHLBTY109: Contraception - Used (Women): Mirena  
 MHLBTY110: Contraception - Used (Women): Nexplanon  
 MHLBTY111: Contraception - Used (Women): NuvaRing  
 MHLBTY112: Contraception - Used (Women): Ortho Tri-cyclen  
 MHLBTY113: Contraception - Used (Women): Ortho Tri-cyclen Lo  
 MHLBTY114: Contraception - Used (Women): Plan B One-Step  
 MHLBTY115: Contraception - Used (Women): Yaz  
 MHLBTY116: Contraception - Used (Women): IUD  
 MHLBTY118: Contraception - Used (Women): Other  
 MHLBTY119: Cough Syrup/Suppressant (Nonprescription): Total Users: Used in last 6 months  
 MHLBTY120: Dental Floss: Total Users: Used in last 6 months  
 MHLBTY121: Denture Adhesives & Fixatives: Total Users: Used in last 6 months  
 MHLBTY122: Denture Cleaners: Total Users: Used in last 6 months  
 MHLBTY123: Dentures: Wear dentures  
 MHLBTY124: Deodorants And Antiperspirants: Total Users: Used in last 6 months  
 MHLBTY165: Electric Shavers: Total Users: Used in last 6 months  
 MHLBTY166: Eye Liner (Women): Total Users: Used in last 6 months  
 MHLBTY167: Eye Shadow (Women): Total Users: Used in last 6 months  
 MHLBTY168: Eye Wash And Drops: Total Users: Used in last 6 months  
 MHLBTY169: Eyeglasses - Total Spent: Under \$50  
 MHLBTY170: Eyeglasses - Total Spent: \$50 - \$74  
 MHLBTY171: Eyeglasses - Total Spent: \$75 - \$99  
 MHLBTY172: Eyeglasses - Total Spent: \$100 - \$124  
 MHLBTY173: Eyeglasses - Total Spent: \$125 - \$149  
 MHLBTY174: Eyeglasses - Total Spent: \$150 - \$174  
 MHLBTY175: Eyeglasses - Total Spent: \$175 - \$199  
 MHLBTY176: Eyeglasses - Total Spent: \$200 - \$249  
 MHLBTY177: Eyeglasses - Total Spent: \$250+  
 MHLBTY178: Corrective Eyewear - Personally wear: Prescription Eyeglasses (sun tinted regular)  
 MHLBTY179: Corrective Eyewear - Personally wear: Bi-focals  
 MHLBTY180: Corrective Eyewear - Personally wear: Eyeglasses (Nonprescription)  
 MHLBTY181: Corrective Eyewear - Personally wear: Contact Lenses (RGP/hard)  
 MHLBTY182: Corrective Eyewear - Personally wear: Contact Lenses (soft)  
 MHLBTY183: Corrective Eyewear - Personally wear: Contact Lenses (tinted/colored)  
 MHLBTY184: Corrective Eyewear - Personally wear: Disposable Contact Lenses  
 MHLBTY185: Corrective Eyewear - Personally wear: Sunglasses (Nonprescription)  
 MHLBTY186: Corrective Eyewear - Personally wear: Transition Lenses  
 MHLBTY187: Corrective Eyewear - Where Bought: Discount Store Optical Center  
 MHLBTY188: Corrective Eyewear - Where Bought: Private Ophthalmologist Optician or Optometrist  
 MHLBTY189: Corrective Eyewear - Where Bought: Retail Optical Chain  
 MHLBTY190: Corrective Eyewear - Where Bought: Internet/online  
 MHLBTY191: Corrective Eyewear - Where Bought: Other  
 MHLBTY192: Facial Moisturizers: Total Users: Used in last 6 months  
 MHLBTY193: Feminine Hygiene Deodorant/Cleansing Products (Women): Total Users: Used in last 6 months

MHLBTY195: Feminine Medicated Products (Women): Total Users: Used in last 6 months  
 MHLBTY196: Foundation Make-Up (Women): Total Users: Used in last 6 months  
 MHLBTY197: Hair Care Products (Women) - Used: Any  
 MHLBTY198: Hair Care Products (Women) - Used: Blow Dryer  
 MHLBTY199: Hair Care Products (Women) - Used: Brushes  
 MHLBTY200: Hair Care Products (Women) - Used: Diffuser  
 MHLBTY201: Hair Care Products (Women) - Used: Electric Curlers  
 MHLBTY202: Hair Care Products (Women) - Used: Electric Curling Iron/Brush  
 MHLBTY203: Hair Care Products (Women) - Used: Hair Rollers  
 MHLBTY204: Hair Care Products (Women) - Used: Straightening Iron  
 MHLBTY205: Hair Coloring Products (For Use At Home): Total Users: Used in last 6 months  
 MHLBTY206: Hair Conditioners (For Use At Home): Total Users: Used in last 6 months  
 MHLBTY207: Hair Conditioning Treatment (For Use At Home): Total Users: Used in last 6 months  
 MHLBTY208: Hair Growth Products: Total Users: Used in last 6 months  
 MHLBTY209: Hair Sprays (For Use At Home): Total Users: Used in last 6 months  
 MHLBTY210: Hair Styling Gels Lotions & Mousse: Total Users: Used in last 6 months  
 MHLBTY211: Hair Tonic Or Dressing (Men): Total Users: Used in last 6 months  
 MHLBTY212: Hand & Body Cream Lotion Or Oil: Total Users: Used in last 6 months  
 MHLBTY213: Headache Remedies And Pain Relievers (Nonprescr.): Total Users: Used in last 6 months  
 MHLBTY214: Health & Beauty Aids Expenditures: <\$100 For Men  
 MHLBTY215: Health & Beauty Aids Expenditures: <\$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: Healthcare Advertising Actions Taken: Bought a non-prescription product  
 MHLBTY223: Healthcare Advertising Actions Taken: Refilled a prescription  
 MHLBTY224: Healthcare Advertising Actions Taken: Made an appointment to see a doctor  
 MHLBTY225: Healthcare Advertising Actions Taken: Discussed an ad with your doctor  
 MHLBTY226: Healthcare Advertising Actions Taken: Discussed an ad with a friend or relative  
 MHLBTY227: Healthcare Advertising Actions Taken: Asked your doctor to prescribe a specific drug  
 MHLBTY228: Healthcare Advertising Actions Taken: Consulted a pharmacist  
 MHLBTY229: Healthcare Advertising Actions Taken: Visited a product or drug website  
 MHLBTY230: Healthcare Advertising Actions Taken: Visited another website  
 MHLBTY231: Healthcare Advertising Actions Taken: Requested a free sample  
 MHLBTY232: Healthcare Advertising Actions Taken: Called a toll-free number for information  
 MHLBTY233: Healthcare Advertising Actions Taken: Other  
 MHLBTY234: Heartburn Indigestion Gas & Diarrhea Remedies: Used in last 6 months  
 MHLBTY235: Hemorrhoid Remedies: Used in last 6 months  
 MHLBTY236: Home Permanents And Relaxers (Women): Used in last 6 months  
 MHLBTY237: Incontinence Products: Any Used or Bought  
 MHLBTY379: 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 Serenity Used or Bought  
 MHLBTY241: Incontinence Products: Other Used or Bought  
 MHLBTY242: In-Home Pregnancy Test/Ovulation Test (Women): Used Last Year  
 MHLBTY243: Laxatives/Fiber Supplements: Used in last 6 months  
 MHLBTY244: Lip Care: Used in last 6 months  
 MHLBTY245: Lipstick & Lip Gloss (Women): Used in last 6 months  
 MHLBTY246: Loose Or Pressed Face Powder (Women): Used in last 6 months  
 MHLBTY247: Mascara (Women): Used in last 6 months

MHLBTY248: Meal/Dietary/Weight Loss Supplements: Used in last 6 months  
 MHLBTY249: Medicated Skin Ointments Creams Lotions & Sprays: Used in last 6 months  
 MHLBTY250: Mouthwash/Dental Rinse: Used in last 6 months  
 MHLBTY251: Nail Care Products & Polish (Women): Used in last 6 months  
 MHLBTY252: Nail Polish Remover (Women): Used in last 6 months  
 MHLBTY253: Nasal Sprays: Used in last 6 months  
 MHLBTY254: Pain Relieving Rubs Liquids & Patches (Nonprescription): Used in last 6 months  
 MHLBTY255: Pantliners (Women): Used in last 6 months  
 MHLBTY256: Perfume And Cologne For Women: Used in last 6 months  
 MHLBTY257: Perfume/Cologne For Women - Total Spent for gift: \$1 - \$49  
 MHLBTY258: Perfume/Cologne For Women - Total Spent for gift: \$50 - \$99  
 MHLBTY259: Perfume/Cologne For Women - Total Spent for gift: \$100 - \$249  
 MHLBTY260: Perfume/Cologne For Women - Total Spent for gift: \$250 or more  
 MHLBTY261: Perfume/Cologne For Women - Total Spent for self: \$1 - \$49  
 MHLBTY262: Perfume/Cologne For Women - Total Spent for self: \$50 - \$99  
 MHLBTY263: Perfume/Cologne For Women - Total Spent for self: \$100 - \$249  
 MHLBTY264: Perfume/Cologne For Women - Total Spent for self: \$250 or more  
 MHLBTY265: Personal Care Soaps - Bar: Total Users: Used in last 6 months  
 MHLBTY266: Personal Foot Care Products: Total Users: Used in last 6 months  
 MHLBTY267: Pre-Menstrual Or Period Pain Remedies (Women): Total Users: Used in last 6 months  
 MHLBTY355: Razor Blades: Total Users: Used in last 6 months  
 MHLBTY356: Sanitary Napkins (Women): Total Users: Used in last 6 months  
 MHLBTY357: Shampoo (For Use At Home): Total Users: Used in last 6 months  
 MHLBTY358: Shaving Creams Or Gels: Total Users: Used in last 6 months  
 MHLBTY359: Sleeping Aids & Snore Relief: Total Users: Used in last 6 months  
 MHLBTY360: Sore Throat Remedies & Cough Drops: Total Users: Used in last 6 months  
 MHLBTY361: Sunglasses - Total Spent: Under \$10  
 MHLBTY362: Sunglasses - Total Spent: \$10  
 MHLBTY363: Sunglasses - Total Spent: \$11 - \$19  
 MHLBTY364: Sunglasses - Total Spent: \$20 - \$29  
 MHLBTY365: Sunglasses - Total Spent: \$30 - \$99  
 MHLBTY366: Sunglasses - Total Spent: \$100+  
 MHLBTY367: Tampons (Women): Total Users: Used in last 6 months  
 MHLBTY368: Tooth Whiteners (Not Toothpaste): Total Users: Used in last 6 months  
 MHLBTY369: Toothache Gum & Canker Sore Remedies: Total Users: Used in last 6 months  
 MHLBTY370: Toothbrushes: Total Users: Bought in Last 6 Months  
 MHLBTY371: Toothpaste: Total Users: Used in last 6 months  
 MHLBTY372: Vitamin And Dietary Supplements: Total Users: Used in last 6 months  
 MHLBTY373: Wart Removers: Total Users: Used in last 6 months  
 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 (Insulin Dependent) Have/Had  
 MHLBTY021: Ailments/Remedies: Diabetes (Non-Insulin Dependent) Have/Had  
 MHLBTY022: Ailments/Remedies: Dry Eyes Have/Had



MHLBTY023: Ailments/Remedies: Eczema/Skin Itch/Rash Have/Had	MHLBTY274: Prescription Brands - Used: Ambien/Ambien CR
MHLBTY024: Ailments/Remedies: Emphysema Have/Had	MHLBTY275: Prescription Brands - Used: Androgel (men only)
MHLBTY025: Ailments/Remedies: Epilepsy/Seizures Have/Had	MHLBTY380: Prescription Brands - Used: Belviq
MHLBTY026: Ailments/Remedies: Erectile Dysfunction (ED) (men only) Have/Had	MHLBTY277: Prescription Brands - Used: Boniva
MHLBTY027: Ailments/Remedies: Fibromyalgia Have/Had	MHLBTY278: Prescription Brands - Used: Botox
MHLBTY028: Ailments/Remedies: Flu Have/Had	MHLBTY279: Prescription Brands - Used: Celebrex
MHLBTY029: Ailments/Remedies: Gout Have/Had	MHLBTY280: Prescription Brands - Used: Cialis (men only)
MHLBTY030: Ailments/Remedies: Hair Loss Have/Had	MHLBTY281: Prescription Brands - Used: Clarinex
MHLBTY031: Ailments/Remedies: Hearing Loss Have/Had	MHLBTY282: Prescription Brands - Used: Coreg
MHLBTY032: Ailments/Remedies: Heart Attack/Heart Disease Have/Had	MHLBTY381: Prescription Brands - Used: Cosentyx
MHLBTY033: Ailments/Remedies: Heartburn/Acid Reflux Have/Had	MHLBTY283: Prescription Brands - Used: Crestor
MHLBTY034: Ailments/Remedies: Hepatitis Have/Had	MHLBTY284: Prescription Brands - Used: Cymbalta
MHLBTY035: Ailments/Remedies: High Cholesterol Have/Had	MHLBTY285: Prescription Brands - Used: Diflucan
MHLBTY036: Ailments/Remedies: Hypertension/High Blood Pressure Have/Had	MHLBTY286: Prescription Brands - Used: Diovan/Diovan HCT
MHLBTY037: Ailments/Remedies: Insomnia Have/Had	MHLBTY287: Prescription Brands - Used: Dulera
MHLBTY038: Ailments/Remedies: Irritable Bowel Syndrome (IBS) Have/Had	MHLBTY288: Prescription Brands - Used: Effexor/Effexor XR
MHLBTY039: Ailments/Remedies: Kidney Ailments Have/Had	MHLBTY289: Prescription Brands - Used: Eliquis
MHLBTY040: Ailments/Remedies: Macular Degeneration Have/Had	MHLBTY290: Prescription Brands - Used: Enbrel
MHLBTY041: Ailments/Remedies: Menopause/Hormone Replacement (women only) Have/Had	MHLBTY382: Prescription Brands - Used: EpiPen
MHLBTY042: Ailments/Remedies: Migraine Headaches Have/Had	MHLBTY291: Prescription Brands - Used: Evista (women only)
MHLBTY043: Ailments/Remedies: Multiple Sclerosis (MS) Have/Had	MHLBTY383: Prescription Brands - Used: Farxiga
MHLBTY044: Ailments/Remedies: Muscle Strain/Sprain Have/Had	MHLBTY292: Prescription Brands - Used: Flomax (men only)
MHLBTY045: Ailments/Remedies: Nail Fungus Have/Had	MHLBTY293: Prescription Brands - Used: Flovent
MHLBTY046: Ailments/Remedies: Obesity/Overweight Have/Had	MHLBTY294: Prescription Brands - Used: Fosamax (women only)
MHLBTY047: Ailments/Remedies: Osteoporosis Have/Had	MHLBTY295: Prescription Brands - Used: Glucophage/Glucophage XR
MHLBTY048: Ailments/Remedies: Overactive Bladder Have/Had	MHLBTY296: Prescription Brands - Used: Humira
MHLBTY049: Ailments/Remedies: Prostate (men only) Have/Had	MHLBTY297: Prescription Brands - Used: Imitrex
MHLBTY050: Ailments/Remedies: Psoriasis Have/Had	MHLBTY384: Prescription Brands - Used: Invokana
MHLBTY051: Ailments/Remedies: Restless Legs Syndrome Have/Had	MHLBTY298: Prescription Brands - Used: Januvia
MHLBTY052: Ailments/Remedies: Rosacea or Skin Disease Have/Had	MHLBTY385: Prescription Brands - Used: Jublia
MHLBTY053: Ailments/Remedies: Sinus Congestion/Headache Have/Had	MHLBTY299: Prescription Brands - Used: Juvederm
MHLBTY054: Ailments/Remedies: Sleep Apnea Have/Had	MHLBTY300: Prescription Brands - Used: Lamisil
MHLBTY055: Ailments/Remedies: Snoring Have/Had	MHLBTY386: Prescription Brands - Used: Latuda
MHLBTY056: Ailments/Remedies: Urinary Tract Infection (UTI) Have/Had	MHLBTY301: Prescription Brands - Used: Lexapro
MHLBTY057: Ailments/Remedies: Wrinkles Have/Had	MHLBTY387: Prescription Brands - Used: Linzess
MHLBTY058: Ailments/Remedies: Yeast Infection (women only) Have/Had	MHLBTY302: Prescription Brands - Used: Lipitor
MHLBTY059: Ailments/Remedies: Any Have/Had	MHLBTY303: Prescription Brands - Used: Lovaza
MHLBTY060: Ailments/Remedies - Learned about Ailment/presc. Drug: Television Advertisement	MHLBTY304: Prescription Brands - Used: Lyrica
MHLBTY061: Ailments/Remedies - Learned about Ailment/presc. Drug: Magazine Advertisement	MHLBTY388: Prescription Brands - Used: Medical Marijuana
MHLBTY062: Ailments/Remedies - Learned about Ailment/presc. Drug: Other Advertisement	MHLBTY305: Prescription Brands - Used: Nasonex
MHLBTY063: Ailments/Remedies - Learned about Ailment/presc. Drug: Doctor or Healthcare professional	MHLBTY306: Prescription Brands - Used: Nexium
MHLBTY064: Ailments/Remedies - Learned about Ailment/presc. Drug: Friends/Family	MHLBTY307: Prescription Brands - Used: Norvasc
MHLBTY065: Ailments/Remedies - Learned about Ailment/presc. Drug: Pamphlets/Brochures	MHLBTY389: Prescription Brands - Used: Opdivo
MHLBTY066: Ailments/Remedies - Learned about Ailment/presc. Drug: Patient support group	MHLBTY390: Prescription Brands - Used: Orencia
MHLBTY067: Ailments/Remedies - Learned about Ailment/presc. Drug: Pharmacist	MHLBTY308: Prescription Brands - Used: Ortho Tri-cyclen (women only)
MHLBTY068: Ailments/Remedies - Learned about Ailment/presc. Drug: Pharmaceutical company	MHLBTY391: Prescription Brands - Used: Osphena (women only)
MHLBTY069: Ailments/Remedies - Learned about Ailment/presc. Drug: Medical journals	MHLBTY309: Prescription Brands - Used: Paxil/Paxil CR
MHLBTY070: Ailments/Remedies - Learned about Ailment/presc. Drug: Social Media Site	MHLBTY310: Prescription Brands - Used: Plavix
MHLBTY071: Ailments/Remedies - Learned about Ailment/presc. Drug: Other Online/internet site	MHLBTY312: Prescription Brands - Used: Pravachol
MHLBTY072: Ailments/Remedies - Learned about Ailment/presc. Drug: Other	MHLBTY392: Prescription Brands - Used: Premarin (women only)
MHLBTY268: Prescription Brands - Used: Ability	MHLBTY313: Prescription Brands - Used: Prevacid
MHLBTY269: Prescription Brands - Used: AcipHex	MHLBTY314: Prescription Brands - Used: Pristiq
MHLBTY270: Prescription Brands - Used: Actonel	MHLBTY315: Prescription Brands - Used: Prolia (women only)
MHLBTY271: Prescription Brands - Used: Actos	MHLBTY316: Prescription Brands - Used: Protonix
MHLBTY272: Prescription Brands - Used: Adderall	MHLBTY317: Prescription Brands - Used: Prozac
MHLBTY273: Prescription Brands - Used: Advair	MHLBTY318: Prescription Brands - Used: Restasis
	MHLBTY319: Prescription Brands - Used: Seroquel
	MHLBTY320: Prescription Brands - Used: Singulair
	MHLBTY321: Prescription Brands - Used: Spiriva
	MHLBTY323: Prescription Brands - Used: Symbicort
	MHLBTY324: Prescription Brands - Used: Tamsulosin
	MHLBTY393: Prescription Brands - Used: Trulicity
	MHLBTY325: Prescription Brands - Used: Valtrex
	MHLBTY327: Prescription Brands - Used: Viagra (men only)
	MHLBTY328: Prescription Brands - Used: Vytorin
	MHLBTY329: Prescription Brands - Used: Wellbutrin
	MHLBTY330: Prescription Brands - Used: Xeljanz
	MHLBTY331: Prescription Brands - Used: Zetia
	MHLBTY332: Prescription Brands - Used: Zocor

MHLBTY333: Prescription Brands - Used: Zolof	MHOME002: Climate control appliances: Hhld Owns Central air conditioner
MHLBTY334: Prescription Brands - Used: Zostavax	MHOME003: Climate control appliances: Hhld Owns Air conditioner - separate room
MHLBTY335: Prescription Drugs - Amount Spent Out Of Pocket: <\$10	MHOME004: Climate control appliances: Hhld Owns Attic/whole house fan
MHLBTY336: Prescription Drugs - Amount Spent Out Of Pocket: \$10 - \$19	MHOME005: Climate control appliances: Hhld Owns Ceiling fan (not bathroom vent)
MHLBTY337: Prescription Drugs - Amount Spent Out Of Pocket: \$20 - \$29	MHOME006: Climate control appliances: Hhld Owns Coal/wood stove
MHLBTY338: Prescription Drugs - Amount Spent Out Of Pocket: \$30 - \$49	MHOME007: Climate control appliances: Hhld Owns Central heating - gas
MHLBTY339: Prescription Drugs - Amount Spent Out Of Pocket: \$50 - \$99	MHOME008: Climate control appliances: Hhld Owns Central heating - oil
MHLBTY340: Prescription Drugs - Amount Spent Out Of Pocket: \$100 - \$149	MHOME009: Climate control appliances: Hhld Owns Electric heating (central)
MHLBTY341: Prescription Drugs - Amount Spent Out Of Pocket: \$150+	MHOME010: Climate control appliances: Hhld Owns Space heater (electric)
MHLBTY342: Prescription Drugs - Number Of Prescriptions Filled: 1	MHOME246: Climate control appliances: Hhld Owns Smart Thermostat
MHLBTY343: Prescription Drugs - Number Of Prescriptions Filled: 2	MHOME011: Climate control appliances: Hhld Owns Automatic setback thermostat
MHLBTY344: Prescription Drugs - Number Of Prescriptions Filled: 3	MHOME012: Climate control appliances: Hhld Owns Dehumidifier
MHLBTY345: Prescription Drugs - Number Of Prescriptions Filled: 4	MHOME013: Climate control appliances: Hhld Owns Humidifier
MHLBTY346: Prescription Drugs - Number Of Prescriptions Filled: 5	MHOME014: Climate control appliances: Hhld Owns Fireplace
MHLBTY347: Prescription Drugs - Number Of Prescriptions Filled: 6	MHOME015: Climate control appliances: Hhld Owns Heat Pump
MHLBTY348: Prescription Drugs - Number Of Prescriptions Filled: 7+	MHOME016: Climate control appliances: Hhld Owns Kerosene heater
MHLBTY349: Prescription Drugs - Where Did You Fill: Drug Store/Pharmacy	MHOME017: Climate control appliances: Decision Maker: Yourself (alone or with someone else)
MHLBTY350: Prescription Drugs - Where Did You Fill: Supermarket	MHOME018: Climate control appliances: Decision Maker: Someone else
MHLBTY351: Prescription Drugs - Where Did You Fill: Discount/Department Store	MHOME019: Climate control appliances: Hhld Owns Any air conditioner
MHLBTY352: Prescription Drugs - Where Did You Fill: Mail order	MHOME020: Climate control appliances: Hhld Owns Any fan
MHLBTY353: Prescription Drugs - Where Did You Fill: Internet/Online	MHOME021: Climate control appliances: Hhld Owns Any climate control appliance
MHLBTY354: Prescription Drugs - Where Did You Fill: Other	Bedding and Bath Goods
Diet Control and Eating Habits	MHOME022: Bedding And Bath Goods - Total Spent: <\$50
MHLBTY125: Diet Control/Eating Habits: Presently I control my diet	MHOME023: Bedding And Bath Goods - Total Spent: \$50 - \$149
MHLBTY126: Diet Control/Eating Habits - Buy food labeled as: Fat-free	MHOME024: Bedding And Bath Goods - Total Spent: \$150+
MHLBTY127: Diet Control/Eating Habits - Buy food labeled as: Gluten-free	MHOME025: Bedding And Bath Goods - Bought: Bathmat (in tub)
MHLBTY128: Diet Control/Eating Habits - Buy food labeled as: High fiber	MHOME026: Bedding And Bath Goods - Bought: Shower curtain
MHLBTY129: Diet Control/Eating Habits - Buy food labeled as: High protein	MHOME027: Bedding And Bath Goods - Bought: Towels
MHLBTY376: Diet Control/Eating Habits - Buy food labeled as: Hormone Free	MHOME028: Bedding And Bath Goods - Bought: Pillowcases
MHLBTY130: Diet Control/Eating Habits - Buy food labeled as: Lactose-free	MHOME029: Bedding And Bath Goods - Bought: Sheets
MHLBTY131: Diet Control/Eating Habits - Buy food labeled as: Low-calorie	MHOME030: Bedding And Bath Goods - Bought: Electric blankets
MHLBTY132: Diet Control/Eating Habits - Buy food labeled as: Low-carb	MHOME031: Bedding And Bath Goods - Bought: Other blankets
MHLBTY133: Diet Control/Eating Habits - Buy food labeled as: Low-cholesterol	MHOME032: Bedding And Bath Goods - Bought: Bedspreads
MHLBTY134: Diet Control/Eating Habits - Buy food labeled as: Low-fat	MHOME033: Bedding And Bath Goods - Bought: Pillows
MHLBTY135: Diet Control/Eating Habits - Buy food labeled as: Low-sodium	MHOME034: Bedding And Bath Goods - Bought: Pillow shams
MHLBTY136: Diet Control/Eating Habits - Buy food labeled as: Natural or Organic	MHOME035: Bedding And Bath Goods - Bought: Comforters/quilts
MHLBTY137: Diet Control/Eating Habits - Buy food labeled as: Probiotic	MHOME036: Bedding And Bath Goods - Bought: Dust ruffles
MHLBTY138: Diet Control/Eating Habits - Buy food labeled as: Sugar-free	MHOME037: Bedding And Bath Goods - Decision Maker: Yourself (alone or with someone else)
MHLBTY139: Diet Control/Eating Habits - Consider self to be: Semi-vegetarian	MHOME038: Bedding And Bath Goods - Decision Maker: Someone else
MHLBTY140: Diet Control/Eating Habits - Consider self to be: Vegetarian	Gardening
MHLBTY141: Diet Control/Eating Habits - Consider self to be: Vegan	MHOME039: Garden: Have a garden
MHLBTY377: Diet Control/Eating Habits - Methods used: Cooking Light Diet	MHOME040: Garden: Participated in outdoor gardening in last 12 months
MHLBTY142: Diet Control/Eating Habits - Methods used: Jenny Craig	MHOME041: Garden - Activities Engaged: Flowers/Ornamentals
MHLBTY378: Diet Control/Eating Habits - Methods used: Medifast	MHOME042: Garden - Activities Engaged: Vegetable Growing
MHLBTY143: Diet Control/Eating Habits - Methods used: MyFitnessPal.com	MHOME043: Garden - Activities Engaged: Herb Growing
MHLBTY144: Diet Control/Eating Habits - Methods used: South Beach Diet	MHOME044: Garden - Activities Engaged: Fruit (Not Trees)
MHLBTY145: Diet Control/Eating Habits - Methods used: Weight Watchers	MHOME045: Garden - Activities Engaged: Lawn Care
MHLBTY147: Diet Control/Eating Habits - Methods used: Other diet organization or club	MHOME046: Garden - Activities Engaged: Berries & Brambles
MHLBTY148: Diet Control/Eating Habits - Methods used: Atkins diet	MHOME047: Garden - Number Of Days Personally Gardened: 1 - 9
MHLBTY149: Diet Control/Eating Habits - Methods used: Doctors care/diet	MHOME048: Garden - Number Of Days Personally Gardened: 10 - 19
MHLBTY150: Diet Control/Eating Habits - Methods used: Diet control book	MHOME049: Garden - Number Of Days Personally Gardened: 20 - 29
MHLBTY151: Diet Control/Eating Habits - Methods used: Exercise program	MHOME050: Garden - Number Of Days Personally Gardened: 30 - 39
MHLBTY152: Diet Control/Eating Habits - Methods used: Surgery	MHOME051: Garden - Number Of Days Personally Gardened: 40 - 59
MHLBTY153: Diet Control/Eating Habits - Methods used: Other	MHOME052: Garden - Number Of Days Personally Gardened: 60 - 79
MHLBTY154: Diet Control/Eating Habits - Reasons For: Blood sugar level	MHOME053: Garden - Number Of Days Personally Gardened: 80 - 99
MHLBTY155: Diet Control/Eating Habits - Reasons For: Cholesterol level	MHOME054: Garden - Number Of Days Personally Gardened: 100 - 124
MHLBTY156: Diet Control/Eating Habits - Reasons For: Food Allergy	MHOME055: Garden - Number Of Days Personally Gardened: 125 - 150
MHLBTY157: Diet Control/Eating Habits - Reasons For: Lactose intolerance	MHOME056: Garden - Number Of Days Personally Gardened: 151+
MHLBTY158: Diet Control/Eating Habits - Reasons For: Maintain weight	MHOME057: Garden - Size: Under 250 square feet
MHLBTY159: Diet Control/Eating Habits - Reasons For: Physical fitness	MHOME058: Garden - Size: 250-499 square feet
MHLBTY160: Diet Control/Eating Habits - Reasons For: Regularity	MHOME059: Garden - Size: 500-1999 square feet
MHLBTY161: Diet Control/Eating Habits - Reasons For: Salt restriction	MHOME060: Garden - Size: 2000+ square feet
MHLBTY162: Diet Control/Eating Habits - Reasons For: Weight loss	Home Improvements and Remodeling
MHLBTY163: Diet Control/Eating Habits - Reasons For: Other	MHOME061: Home Improvements: Bathroom or kitchen faucets (last year)

## Home

Climate Control Appliances

MHOME001: Climate control appliances: Hhld Owns Air cleaner - electric

MHOME062: Home Improvements: Other bathroom or kitchen plumbing fixtures (last year)  
 MHOME063: Home Improvements: Insulation for ceiling floor and/or walls (last year)  
 MHOME064: Home Improvements: Exterior light fixtures (last year)  
 MHOME065: Home Improvements: Interior light fixtures (last year)  
 MHOME066: Home Improvements: Clean-air filter (last year)  
 MHOME067: Home Improvements: Other (last year)  
 MHOME068: Home Improvements: Down spouts/gutters (last year)  
 MHOME069: Home Improvements: Yard fence (last year)  
 MHOME070: Home Improvements: Wallpaper/covering (last year)  
 MHOME071: Home Improvements: Exterior painting (last year)  
 MHOME072: Home Improvements: Interior painting (last year)  
 MHOME073: Home Improvements - Total Spent: Under \$150  
 MHOME074: Home Improvements - Total Spent: \$150 - \$499  
 MHOME075: Home Improvements - Total Spent: \$500 - \$999  
 MHOME076: Home Improvements - Total Spent: \$1000 - \$1999  
 MHOME077: Home Improvements - Total Spent: \$2000+  
 MHOME078: Home Improvements - Total Spent: Used a home decorating service last year  
 MHOME079: Home Improvements - Used any Environmentally friendly/Green products  
 MHOME080: Home Improvements - Number Of Improvements Done Personally: 1  
 MHOME081: Home Improvements - Number Of Improvements Done Personally: 2  
 MHOME082: Home Improvements - Number Of Improvements Done Personally: 3  
 MHOME083: Home Improvements - Number Of Improvements Done Personally: 4+  
 MHOME084: Home Improvements - Summary: Any home improvements  
 MHOME085: Home Improvements - Who did work: Yourself or other household member  
 MHOME086: Home Improvements - Who did work: Outside contractor  
 MHOME087: Home Remodeling: Convert garage/attic/basement into living space (last year)  
 MHOME088: Home Remodeling: Remodel bathroom (last year)  
 MHOME089: Home Remodeling: Remodel kitchen (last year)  
 MHOME090: Home Remodeling: Remodel bedroom (last year)  
 MHOME091: Home Remodeling: Convert room to home office (last year)  
 MHOME092: Home Remodeling: Convert room to home theater (last year)  
 MHOME093: Home Remodeling: Remodel other rooms (last year)  
 MHOME094: Home Remodeling: Add bathroom (last year)  
 MHOME095: Home Remodeling: Add/extend garage (last year)  
 MHOME096: Home Remodeling: Add other rooms - exterior addition (last year)  
 MHOME097: Home Remodeling: Add deck/porch/patio (last year)  
 MHOME098: Home Remodeling: Roofing (last year)  
 MHOME099: Home Remodeling: Siding - vinyl/metal (last year)  
 MHOME100: Home Remodeling: Aluminum windows (last year)  
 MHOME101: Home Remodeling: Clad-wood/Wood windows (last year)  
 MHOME102: Home Remodeling: Vinyl windows (last year)  
 MHOME103: Home Remodeling: Ceramic tile floors (last year)  
 MHOME104: Home Remodeling: Hardwood floors (last year)  
 MHOME105: Home Remodeling: Laminate flooring (last year)  
 MHOME106: Home Remodeling: Vinyl flooring (last year)  
 MHOME107: Home Remodeling: Carpeting (last year)  
 MHOME108: Home Remodeling: Kitchen cabinets (last year)  
 MHOME109: Home Remodeling: Kitchen counter tops (last year)  
 MHOME110: Home Remodeling: Skylights (last year)  
 MHOME111: Home Remodeling: Exterior doors (last year)  
 MHOME112: Home Remodeling: Interior doors (last year)  
 MHOME113: Home Remodeling: Garage doors (last year)  
 MHOME114: Home Remodeling: Concrete or masonry work (last year)  
 MHOME115: Home Remodeling: Swimming pool - in ground (last year)  
 MHOME116: Home Remodeling: Ceramic wall tile (last year)  
 MHOME117: Home Remodeling - Total Spent: Under \$500  
 MHOME118: Home Remodeling - Total Spent: \$500 - \$2499  
 MHOME119: Home Remodeling - Total Spent: \$2500 - \$4999  
 MHOME120: Home Remodeling - Total Spent: \$5000 - \$7499  
 MHOME121: Home Remodeling - Total Spent: \$7500+  
 MHOME122: Home Remodeling - Used any environmentally friendly/Green products

MHOME123: Home Remodeling - Number Of Remodeling Jobs Done Personally: 1  
 MHOME124: Home Remodeling - Number Of Remodeling Jobs Done Personally: 2  
 MHOME125: Home Remodeling - Number Of Remodeling Jobs Done Personally: 3  
 MHOME126: Home Remodeling - Number Of Remodeling Jobs Done Personally: 4  
 MHOME127: Home Remodeling - Number Of Remodeling Jobs Done Personally: 5  
 MHOME128: Home Remodeling - Number Of Remodeling Jobs Done Personally: 6  
 MHOME129: Home Remodeling - Number Of Remodeling Jobs Done Personally: 7-9  
 MHOME130: Home Remodeling - Number Of Remodeling Jobs Done Personally: 10+  
 MHOME131: Home Remodeling - Summary: Any  
 MHOME132: Home Remodeling - Who did the work: Yourself or other household member  
 MHOME133: Home Remodeling - Who did the work: Outside contractor  
 Household Furnishings  
 MHOME162: Household Furnishings - Decision Maker: Yourself (alone or with someone else)  
 MHOME163: Household Furnishings - Decision Maker: Someone else  
 MHOME164: Household Furnishings - Rented Any: Yes  
 MHOME165: Household Furnishings: Big Ticket Items: Wall unit/wall system purch last yr  
 MHOME166: Household Furnishings: Big Ticket Items: Sofa/sectional purch last yr  
 MHOME167: Household Furnishings: Big Ticket Items: Recliner purch last yr  
 MHOME168: Household Furnishings: Big Ticket Items: Sofa-bed convertible purch last yr  
 MHOME169: Household Furnishings: Big Ticket Items: Other living room furniture purch last yr  
 MHOME170: Household Furnishings: Big Ticket Items: Bed frame/headboard purch last yr  
 MHOME171: Household Furnishings: Big Ticket Items: Box Spring purch last yr  
 MHOME172: Household Furnishings: Big Ticket Items: Mattress purch last yr  
 MHOME173: Household Furnishings: Big Ticket Items: Cedar chests purch last yr  
 MHOME174: Household Furnishings: Big Ticket Items: Other bedroom furniture purch last yr  
 MHOME175: Household Furnishings: Big Ticket Items: Kitchen furniture purch last yr  
 MHOME176: Household Furnishings: Big Ticket Items: Dining room furniture purch last yr  
 MHOME177: Household Furnishings: Big Ticket Items: Family room furniture purch last yr  
 MHOME178: Household Furnishings: Big Ticket Items: Home office furniture purch last yr  
 MHOME179: Household Furnishings: Big Ticket Items: Piano purch last yr  
 MHOME180: Household Furnishings: Big Ticket Items: Picture frames - custom made purch last yr  
 MHOME181: Household Furnishings: Big Ticket Items: Window coverings - custom made purch last yr  
 MHOME182: Household Furnishings: Big Ticket Items: Wall-to-wall carpet purch last yr  
 MHOME183: Household Furnishings: Big Ticket Items: Horizontal blinds - custom made purch last yr  
 MHOME184: Household Furnishings: Big Ticket Items: Vertical blinds - custom made purch last yr  
 MHOME185: Household Furnishings: Big Ticket Items - Total Spent: Under \$500  
 MHOME186: Household Furnishings: Big Ticket Items - Total Spent: \$500 - \$999  
 MHOME187: Household Furnishings: Big Ticket Items - Total Spent: \$1000 - \$1499  
 MHOME188: Household Furnishings: Big Ticket Items - Total Spent: \$1500 - \$2499  
 MHOME189: Household Furnishings: Big Ticket Items - Total Spent: \$2500+  
 MHOME190: Household Furnishings: Big Ticket Items - Summary: Owns  
 MHOME191: Household Furnishings: Big Ticket Items - Summary: purch last yr  
 MHOME192: Household Furnishings: Low Ticket Items: Awning purch last yr

MHOME193: Household Furnishings: Low Ticket Items: Draperies purch last yr  
 MHOME194: Household Furnishings: Low Ticket Items: Curtains purch last yr  
 MHOME195: Household Furnishings: Low Ticket Items: Horizontal blinds - ready made purch last yr  
 MHOME196: Household Furnishings: Low Ticket Items: Vertical blinds - ready made purch last yr  
 MHOME197: Household Furnishings: Low Ticket Items: Pleated shades purch last yr  
 MHOME198: Household Furnishings: Low Ticket Items: Lawn/porch furniture purch last yr  
 MHOME199: Household Furnishings: Low Ticket Items: Patio/deck cover purch last yr  
 MHOME200: Household Furnishings: Low Ticket Items: Air mattress (Inflatable) purch last yr  
 MHOME201: Household Furnishings: Low Ticket Items: Upholstery fabric purch last yr  
 MHOME202: Household Furnishings: Low Ticket Items: Area rug purch last yr  
 MHOME203: Household Furnishings: Low Ticket Items: Room size rug purch last yr  
 MHOME204: Household Furnishings: Low Ticket Items: Indoor/outdoor carpet purch last yr  
 MHOME205: Household Furnishings: Low Ticket Items: Table/floor lamps purch last yr  
 MHOME206: Household Furnishings: Low Ticket Items - Total Spent: Under \$100  
 MHOME207: Household Furnishings: Low Ticket Items - Total Spent: \$100 - \$199  
 MHOME208: Household Furnishings: Low Ticket Items - Total Spent: \$200 - \$349  
 MHOME209: Household Furnishings: Low Ticket Items - Total Spent: \$350 - \$499  
 MHOME210: Household Furnishings: Low Ticket Items - Total Spent: \$500+  
 MHOME211: Household Furnishings: Low Ticket Items - Owns Any  
 MHOME212: Household Furnishings: Low Ticket Items: Bought last year  
 Housekeeping Services  
 MHOME213: Maid/Housekeeper Services: More than once a week  
 MHOME214: Maid/Housekeeper Services: Once a week  
 MHOME215: Maid/Housekeeper Services: 2 - 3 times a month  
 MHOME216: Maid/Housekeeper Services: Once a month  
 MHOME217: Maid/Housekeeper Services: Less than once a month  
 MHOME218: Maid/Housekeeper Services: Used Last Year  
 MHOME219: Professional Cleaning Services: More than once a week  
 MHOME220: Professional Cleaning Services: Once a week  
 MHOME221: Professional Cleaning Services: 2 - 3 times a month  
 MHOME222: Professional Cleaning Services: Once a month  
 MHOME223: Professional Cleaning Services: Less than once a month  
 MHOME224: Professional Cleaning Services: Used Last Year  
 MHOME225: Used Professional carpet cleaning service  
 MHOME226: Used Professional furniture cleaning service  
 MHOME227: Used Any housekeeping/professional cleaning service

**Household Products**

Baby Supplies and Equipment  
 MBABY001: Baby Bath Wash And Soap: Hhld Uses  
 MBABY002: Baby Foods: Hhld Uses  
 MBABY003: Baby Furniture & Equipment - Total Spent: <\$100  
 MBABY004: Baby Furniture & Equipment - Total Spent: \$100+  
 MBABY005: Baby Furniture & Equipment - Activity Mat Owns  
 MBABY006: Baby Furniture & Equipment - Baby carrier (front or back) Owns  
 MBABY008: Baby Furniture & Equipment - Baby car seat Owns  
 MBABY009: Baby Furniture & Equipment - Bathing/dressing table Owns  
 MBABY010: Baby Furniture & Equipment - Baby bath tub Owns  
 MBABY011: Baby Furniture & Equipment - Baby mobiles Owns  
 MBABY012: Baby Furniture & Equipment - Baby monitor Owns  
 MBABY014: Baby Furniture & Equipment - Bouncer seat Owns  
 MBABY015: Baby Furniture & Equipment - Breast pump Owns  
 MBABY016: Baby Furniture & Equipment - Cloth Diapers Owns  
 MBABY017: Baby Furniture & Equipment - Crib mattress Owns  
 MBABY018: Baby Furniture & Equipment - High chair Owns  
 MBABY019: Baby Furniture & Equipment - Infant crib Owns  
 MBABY020: Baby Furniture & Equipment - Infant swing Owns  
 MBABY021: Baby Furniture & Equipment - Jump seat Owns  
 MBABY022: Baby Furniture & Equipment - Juvenile bed Owns

MBABY023: Baby Furniture & Equipment - Nursing pillow Owns  
 MBABY024: Baby Furniture & Equipment - Playpen Owns  
 MBABY025: Baby Furniture & Equipment - Stroller Owns  
 MBABY026: Baby Furniture & Equipment - Stuffed toys Owns  
 MBABY027: Baby Furniture & Equipment - Toilet chair Owns  
 MBABY028: Baby Furniture & Equipment - Walker Owns  
 MBABY029: Baby Furniture & Equipment - Other Owns  
 MBABY030: Baby Furniture & Equipment - Any Baby Furniture & Equipment Owns  
 MBABY031: Baby Lotion: Hhld Uses  
 MBABY032: Baby Nurers/Bottles: Hhld Uses  
 MBABY033: Baby Oil: Hhld Uses  
 MBABY034: Baby Ointments And Creams: Hhld Uses  
 MBABY035: Baby Powder: Hhld Uses  
 MBABY036: Baby Shampoo: Hhld Uses  
 Childrens Clothing  
 MCHCL001: Childrens Clothing - Total Spent: \$50 or less  
 MCHCL002: Childrens Clothing - Total Spent: \$51 - \$99  
 MCHCL003: Childrens Clothing - Total Spent: \$100 - \$199  
 MCHCL004: Childrens Clothing - Total Spent: \$200 - \$399  
 MCHCL005: Childrens Clothing - Total Spent: \$400+  
 MCHCL006: Childrens Clothing - Purchased for Infant: Outerwear  
 MCHCL007: Childrens Clothing - Purchased for Infant: Sleepwear  
 MCHCL008: Childrens Clothing - Purchased for Infant: Stretchies  
 MCHCL009: Childrens Clothing - Purchased for Infant: Underwear (not diapers)  
 MCHCL010: Childrens Clothing - Purchased for Infant: Waterproof Pants  
 MCHCL011: Childrens Clothing - Purchased for children 1-2 years: Jeans or Slacks  
 MCHCL012: Childrens Clothing - Purchased for children 1-2 years: Outerwear  
 MCHCL013: Childrens Clothing - Purchased for children 1-2 years: Shorts  
 MCHCL014: Childrens Clothing - Purchased for children 1-2 years: Sleepwear  
 MCHCL015: Childrens Clothing - Purchased for children 1-2 years: Suits or Dresses  
 MCHCL016: Childrens Clothing - Purchased for children 1-2 years: Sweatshirts/Sweatpants  
 MCHCL017: Childrens Clothing - Purchased for children 1-2 years: Tops/Shirts  
 MCHCL018: Childrens Clothing - Purchased for children 1-2 years: Underwear (not diapers)  
 MCHCL019: Childrens Clothing - Purchased for children 1-2 years: Waterproof Pants  
 MCHCL020: Childrens Clothing - Purchased for children 3-5 years: Jeans or Slacks  
 MCHCL021: Childrens Clothing - Purchased for children 3-5 years: Outerwear  
 MCHCL022: Childrens Clothing - Purchased for children 3-5 years: Shorts  
 MCHCL023: Childrens Clothing - Purchased for children 3-5 years: Sleepwear  
 MCHCL024: Childrens Clothing - Purchased for children 3-5 years: Suits or Dresses  
 MCHCL025: Childrens Clothing - Purchased for children 3-5 years: Sweatshirts/Sweatpants  
 MCHCL026: Childrens Clothing - Purchased for children 3-5 years: Tops/Shirts  
 MCHCL027: Childrens Clothing - Purchased for children 3-5 years: Underwear (not diapers)  
 MCHCL028: Childrens Clothing - Purchased for children 3-5 years: Waterproof Pants  
 MCHCL029: Childrens Clothing - Purchased for children 6-12 years: Jeans  
 MCHCL030: Childrens Clothing - Purchased for children 6-12 years: Outerwear  
 MCHCL031: Childrens Clothing - Purchased for children 6-12 years: Shorts  
 MCHCL032: Childrens Clothing - Purchased for children 6-12 years: Slacks  
 MCHCL033: Childrens Clothing - Purchased for children 6-12 years: Sleepwear  
 MCHCL034: Childrens Clothing - Purchased for children 6-12 years: Suits or Dresses  
 MCHCL035: Childrens Clothing - Purchased for children 6-12 years: Sweatshirts/Sweatpants  
 MCHCL036: Childrens Clothing - Purchased for children 6-12 years: Sweaters  
 MCHCL037: Childrens Clothing - Purchased for children 6-12 years: Tops/Shirts  
 MCHCL038: Childrens Clothing - Purchased for children 6-12 years: Underwear  
 MCHCL039: Childrens Clothing - Baby Under 1 Year Any  
 MCHCL040: Childrens Clothing - Child 1-2 Years Any  
 MCHCL041: Childrens Clothing - Child 3-5 Years Any  
 MCHCL042: Childrens Clothing - Child 6-12 Years Any

MCHCL043: Childrens Clothing - Child 12 Years or Under Any  
 MCHGE003: Childrens Shoes: Households: Bought/Last 6 Months  
 Childrens Products  
 MCHGE001: Childrens Cold Tablets & Liquids: Hhld Uses  
 MCHGE002: Childrens Cough Syrup: Hhld Uses  
 MCHGE004: Cotton Swabs: Hhld Uses  
 MCHGE005: Disposable Diapers/Underpants: Hhld Uses  
 MCHGE006: Infant Cereal: Hhld Uses  
 MCHGE007: Pain Relievers & Fever Reducers For Children: Hhld Uses  
 MCHGE008: Pre-Moistened Baby/Childrens Wipes: Hhld Uses  
 MCHGE009: Prepared Infant Formula: Hhld Uses  
 MCHGE010: Teething Remedies: Hhld Uses  
 MCHGE011: Vitamins/Nutritional Supplements For Children: Hhld Uses  
 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: Childrens Toys & Games - Total Spent: Under \$50  
 MCHTOY035: Childrens Toys & Games - Total Spent: \$50 - \$99  
 MCHTOY036: Childrens Toys & Games - Total Spent: \$100 - \$199  
 MCHTOY037: Childrens Toys & Games - Total Spent: \$200 - \$499  
 MCHTOY038: Childrens Toys & Games - Total Spent: \$500 - \$999  
 MCHTOY039: Childrens Toys & Games - Total Spent: \$1000+  
 MCHTOY040: Childrens Toys & Games - Total Spent: Any spending  
 MCHTOY041: Childrens Toys & Games - Purchased Large/baby dolls  
 MCHTOY042: Childrens Toys & Games - Purchased Boy action figures  
 MCHTOY043: Childrens Toys & Games - Purchased Girl action figures  
 MCHTOY044: Childrens Toys & Games - Purchased Fashion dolls  
 MCHTOY045: Childrens Toys & Games - Purchased Plush dolls/animals  
 MCHTOY046: Childrens Toys & Games - Purchased Electronic dolls/animals  
 MCHTOY047: Childrens Toys & Games - Purchased Doll clothing  
 MCHTOY048: Childrens Toys & Games - Purchased Doll accessories  
 MCHTOY049: Childrens Toys & Games - Purchased Construction toys  
 MCHTOY050: Childrens Toys & Games - Purchased Educational toys  
 MCHTOY051: Childrens Toys & Games - Purchased Mechanical toys  
 MCHTOY052: Childrens Toys & Games - Purchased Model kits/Model sets  
 MCHTOY001: Childrens Toys & Games - Purchased Clay/Dough/Sand  
 MCHTOY002: Childrens Toys & Games - Purchased Arts & Crafts  
 MCHTOY053: Childrens Toys & Games - Purchased Action games  
 MCHTOY054: Childrens Toys & Games - Purchased Board games  
 MCHTOY055: Childrens Toys & Games - Purchased Sound games  
 MCHTOY056: Childrens Toys & Games - Purchased Word games  
 MCHTOY057: Childrens Toys & Games - Purchased Electronic games  
 MCHTOY058: Childrens Toys & Games - Purchased Infant toys  
 MCHTOY059: Childrens Toys & Games - Purchased Pre-school toys  
 MCHTOY060: Childrens Toys & Games - Purchased Builder sets  
 MCHTOY061: Childrens Toys & Games - Purchased Cars  
 MCHTOY062: Childrens Toys & Games - Purchased Electric trains  
 MCHTOY063: Childrens Toys & Games - Purchased Bicycles  
 MCHTOY064: Childrens Toys & Games - Purchased Tricycles  
 MCHTOY065: Childrens Toys & Games - Purchased Water toys  
 MCHTOY066: Childrens Toys & Games - Purchased Other toys  
 MCHTOY067: Childrens Toys & Games - Purchased Any toys  
 Groceries  
 MFOOD001: American Pasteurized Processed Cheese: Hhld Uses  
 MFOOD002: Bacon And Breakfast Strips: Hhld Uses  
 MFOOD003: Bagels: Hhld Uses  
 MFOOD004: Baking Chips: Hhld Uses  
 MFOOD005: Baking Coconut: Hhld Uses  
 MFOOD006: Baking Mixes (Excluding Cake Mixes): Hhld Uses  
 MFOOD007: Baking Powder And Soda: Hhld Uses  
 MFOOD008: Bar Baking Chocolate: Hhld Uses  
 MFOOD009: Beef Fresh/Frozen: Hhld Uses  
 MFOOD010: Bottled Barbecue & Seasoning Sauces: Hhld Uses  
 MFOOD011: Bratwurst: Hhld Uses  
 MFOOD012: Bread: Hhld Uses  
 MFOOD013: Bread Crumbs & Coating Mixes: Hhld Uses  
 MFOOD014: Breakfast Cereals (Cold): Hhld Uses  
 MFOOD015: Breakfast Cereals (Hot): Hhld Uses  
 MFOOD016: Breakfast/Cereal/Granola Bars: Hhld Uses  
 MFOOD017: Brownie & Cookie Mixes: Hhld Uses  
 MFOOD018: Butter: Hhld Uses  
 MFOOD019: Canned Beans With Sauce: Hhld Uses  
 MFOOD020: Canned Chicken: Hhld Uses  
 MFOOD021: Canned Meats: Hhld Uses  
 MFOOD022: Canned Or Jarred Fruit: Hhld Uses  
 MFOOD023: Canned Or Jarred Soup/Broth: Hhld Uses  
 MFOOD024: Canned Or Jarred Spaghetti & Macaroni: Hhld Uses  
 MFOOD025: Canned Or Jarred Vegetables: Hhld Uses  
 MFOOD026: Canned Stews: Hhld Uses

MFOOD027: Canned Tomatoes: Hhld Uses	MFOOD096: Nuts For Cooking: Hhld Uses
MFOOD028: Canned Tuna: Hhld Uses	MFOOD097: Orange Juice Not Frozen: Hhld Uses
MFOOD029: Chicken & Turkey Fresh Or Frozen: Hhld Uses	MFOOD098: Organic Foods - Used in last 6 months: Any Food
MFOOD030: Chili: Hhld Uses	MFOOD099: Organic Foods - Used in last 6 months: Baby Food
MFOOD031: Cocoa Powder (For Baking): Hhld Uses	MFOOD100: Organic Foods - Used in last 6 months: Bread
MFOOD032: Cold Cuts: Hhld Uses	MFOOD101: Organic Foods - Used in last 6 months: Breakfast Cereals
MFOOD033: Cooked Hams: Hhld Uses	MFOOD102: Organic Foods - Used in last 6 months: Cheese
MFOOD034: Cookies (Ready To Eat): Hhld Uses	MFOOD103: Organic Foods - Used in last 6 months: Chocolate
MFOOD035: Corn Tortilla & Other Chips & Cheese Snacks: Hhld Uses	MFOOD104: Organic Foods - Used in last 6 months: Coffee
MFOOD036: Cottage Cheese: Hhld Uses	MFOOD105: Organic Foods - Used in last 6 months: Fish/Seafood
MFOOD037: Crackers: Hhld Uses	MFOOD106: Organic Foods - Used in last 6 months: Frozen Foods
MFOOD038: Cream Cheese: Hhld Uses	MFOOD107: Organic Foods - Used in last 6 months: Granola
MFOOD039: Dessert Toppings: Hhld Uses	MFOOD108: Organic Foods - Used in last 6 months: Ice Cream
MFOOD040: Dinner Mixes And Kits: Hhld Uses	MFOOD109: Organic Foods - Used in last 6 months: Juice
MFOOD041: Dried Fruit: Hhld Uses	MFOOD110: Organic Foods - Used in last 6 months: Meat
MFOOD042: Drink Additives & Hot Cocoa (Add Milk Or Water): Hhld Uses	MFOOD111: Organic Foods - Used in last 6 months: Pasta
MFOOD043: Dry Cake Mixes: Hhld Uses	MFOOD112: Organic Foods - Used in last 6 months: Peanut Butter
MFOOD044: Dry Soup & Bouillon: Hhld Uses	MFOOD113: Organic Foods - Used in last 6 months: Poultry
MFOOD045: Egg Alternatives: Hhld Uses	MFOOD114: Organic Foods - Used in last 6 months: Soup
MFOOD046: Eggs: Hhld Uses	MFOOD115: Organic Foods - Used in last 6 months: Spaghetti/Pasta Sauce
MFOOD047: English Muffins: Hhld Uses	MFOOD116: Organic Foods - Used in last 6 months: Tea
MFOOD048: Evaporated/Condensed Milk: Hhld Uses	MFOOD117: Organic Foods - Used in last 6 months: Other
MFOOD049: Extracts: Hhld Uses	MFOOD118: Other Bread Products: Hhld Uses
MFOOD050: Fish & Seafood Fresh Or Frozen: Hhld Uses	MFOOD119: Other Fruit Juices & Drinks: Hhld Uses
MFOOD051: Flavored & Seasoned Rice: Hhld Uses	MFOOD120: Other Meat Fresh/Frozen: Hhld Uses
MFOOD052: Flavored Instant Coffee: Hhld Uses	MFOOD121: Packaged Dinners & Side Dishes (Mixes Or Prepared): Hhld Uses
MFOOD053: Flour/Cornmeal: Hhld Uses	MFOOD122: Packaged Fresh Salad: Hhld Uses
MFOOD054: Food Prepared From Scratch: Hhld Makes	MFOOD123: Packaged Instant Potatoes: Hhld Uses
MFOOD055: Frankfurters & Hot Dogs: Hhld Uses	MFOOD124: Packaged Pie Crust: Hhld Uses
MFOOD056: Fresh Fruit & Vegetables: Hhld Uses	MFOOD125: Packaged Frozen Refrigerated Pasta: Hhld Uses
MFOOD057: Fresh Milk: Hhld Uses	MFOOD126: Peanut Butter & Other Nut Spreads: Hhld Uses
MFOOD058: Frostings: Hhld Uses	MFOOD127: Pickle Relish: Hhld Uses
MFOOD059: Frozen Breaded Chicken: Hhld Uses	MFOOD128: Pickles: Hhld Uses
MFOOD060: Frozen Breakfasts: Hhld Uses	MFOOD129: Pizza Mixes And Sauces: Hhld Uses
MFOOD061: Frozen Complete Dinners: Hhld Uses	MFOOD130: Pizza Shells/Crusts: Hhld Uses
MFOOD062: Frozen Desserts: Hhld Uses	MFOOD131: Popping Corn & Popcorn Snacks: Hhld Uses
MFOOD063: Frozen Hot Snacks: Hhld Uses	MFOOD132: Potato Chips: Hhld Uses
MFOOD064: Frozen Main Courses (Entrees Or Casseroles): Hhld Uses	MFOOD133: Powdered Fruit & Soft Drinks: Hhld Uses
MFOOD065: Frozen Orange Juice: Hhld Uses	MFOOD134: Pretzels: Hhld Uses
MFOOD066: Frozen Pancakes/French Toast: Hhld Uses	MFOOD135: Puddings & Pie Fillings: Hhld Uses
MFOOD067: Frozen Pizza: Hhld Uses	MFOOD136: Ready To Eat Doughnuts: Hhld Uses
MFOOD068: Frozen Snacks (Not Frozen Yogurt Or Ice Cream): Hhld Uses	MFOOD137: Ready To Eat Muffins: Hhld Uses
MFOOD069: Frozen Vegetables: Hhld Uses	MFOOD138: Ready To Eat Sweet Rolls & Pastries: Hhld Uses
MFOOD070: Frozen Waffles: Hhld Uses	MFOOD139: Ready To Serve Dips: Hhld Uses
MFOOD071: Frozen Yogurt: Hhld Uses	MFOOD140: Refrigerated Meals Entrees Snacks & Sides: Hhld Uses
MFOOD072: Frozen/Refrigerated Potato Products: Hhld Uses	MFOOD141: Refrigerated/Frozen Bread And Dough Products: Hhld Uses
MFOOD073: Fruit Snacks: Hhld Uses	MFOOD142: Regular Tea: Hhld Uses
MFOOD074: Gelatin And Gelatin Desserts: Hhld Uses	MFOOD143: Rice: Hhld Uses
MFOOD075: Grapefruit Juice: Hhld Uses	MFOOD144: Rice Cakes: Hhld Uses
MFOOD076: Grated Cheese: Hhld Uses	MFOOD145: Salad Dressing: Hhld Uses
MFOOD077: Gravy/Sauce Mixes And Cooking Sauces: Hhld Uses	MFOOD146: Salad Or Cooking Oil: Hhld Uses
MFOOD078: Ground Coffee: Hhld Uses	MFOOD147: Salad Toppings: Hhld Uses
MFOOD079: Honey: Hhld Uses	MFOOD148: Salsa Or Picante Sauce: Hhld Uses
MFOOD080: Ice Cream Bars Sandwiches & Bon Bons: Hhld Uses	MFOOD149: Salt: Hhld Uses
MFOOD081: Ice Cream Gelato & Sherbet: Hhld Uses	MFOOD150: Salt Alternatives: Hhld Uses
MFOOD082: Instant Breakfast: Hhld Uses	MFOOD151: Sausage: Hhld Uses
MFOOD083: Instant Iced Tea Mix: Hhld Uses	MFOOD152: Seasonings & Spices: Hhld Uses
MFOOD084: Instant Or Freeze-Dried Coffee: Hhld Uses	MFOOD153: Shortening: Hhld Uses
MFOOD085: Jams & Jellies: Hhld Uses	MFOOD154: Snack Cakes: Hhld Uses
MFOOD086: Ketchup/Catsup: Hhld Uses	MFOOD155: Sour Cream: Hhld Uses
MFOOD087: Lunch Combinations/Kits: Hhld Uses	MFOOD156: Soy Milk & Other Plant/Nut Milks (Almond Rice Etc.): Hhld Uses
MFOOD088: Margarine: Hhld Uses	MFOOD157: Soy Sauce: Hhld Uses
MFOOD089: Mayonnaise And Mayonnaise Type Spread/Dressing: Hhld Uses	MFOOD158: Spaghetti/Pasta Sauce: Hhld Uses
MFOOD090: Meat Snacks: Hhld Uses	MFOOD159: Spray Non-Stick Cooking Products: Hhld Uses
MFOOD091: Mexican Foods: Hhld Uses	MFOOD160: Spread Cheese/Cheese Sauce: Hhld Uses
MFOOD092: Mustard: Hhld Uses	MFOOD161: Stuffing Mixes And Stuffing Products: Hhld Uses
MFOOD093: Natural Or Imported Cheese: Hhld Uses	MFOOD162: Sugar: Hhld Uses
MFOOD094: Nectars: Hhld Uses	MFOOD163: Table Syrup Molasses & Agave: Hhld Uses
MFOOD095: Non-Dairy Cream Substitutes: Hhld Uses	MFOOD164: Toaster Products: Hhld Uses

MFOOD165: Tomato And Vegetable Juices: Hhld Uses  
 MFOOD166: Vegetarian Frozen Burgers: Hhld Uses  
 MFOOD167: Vinegar: Hhld Uses  
 MFOOD168: Waffle Or Pancake Mix: Hhld Uses  
 MFOOD169: Whipped Topping: Households: Used Last Year  
 MFOOD170: Whole Coffee Beans: Hhld Uses  
 MFOOD171: Yeast: Hhld Uses  
 MFOOD172: Yogurt: Hhld Uses  
 Household Products  
 MNFOOD001: Air Fresheners Carpet & Room Deodorizers: Hhld Uses  
 MNFOOD002: Aluminum Foil: Hhld Uses  
 MNFOOD003: Automatic Dishwasher Detergent: Hhld Uses  
 MNFOOD004: Bleach: Hhld Uses  
 MNFOOD005: Carpet And Rug Cleaners: Hhld Uses  
 MNFOOD006: Cents Off Coupons: Households: Used Last Year  
 MNFOOD007: Charcoal: Households: Used Last Year  
 MNFOOD008: Charcoal Lighter Fluid: Households: Used Last Year  
 MNFOOD009: Dishwashing Liquid: Hhld Uses  
 MNFOOD010: Disposable Cups: Hhld Uses  
 MNFOOD011: Disposable Plates: Households: Used Last Year  
 MNFOOD012: Drain/Septic Tank Cleaners: Hhld Uses  
 MNFOOD013: Dry Disposable Wipes & Dusters: Hhld Uses  
 MNFOOD014: Eco-Friendly Light Bulbs: Any  
 MNFOOD015: Eco-Friendly Non-Toxic/Biodegradable Products: All Purpose Household Cleaner  
 MNFOOD016: Eco-Friendly Non-Toxic/Biodegradable Products: Dish Washing Liquid/Detergent  
 MNFOOD017: Eco-Friendly Non-Toxic/Biodegradable Products: Glass/Surface Cleaners  
 MNFOOD018: Eco-Friendly Non-Toxic/Biodegradable Products: Laundry Detergent  
 MNFOOD019: Eco-Friendly Non-Toxic/Biodegradable Products: Other  
 MNFOOD020: Eco-Friendly Recycled-Content Paper Products: Facial Tissues  
 MNFOOD021: Eco-Friendly Recycled-Content Paper Products: Paper Napkins  
 MNFOOD022: Eco-Friendly Recycled-Content Paper Products: Paper Plates  
 MNFOOD023: Eco-Friendly Recycled-Content Paper Products: Paper Towels  
 MNFOOD024: Eco-Friendly Recycled-Content Paper Products: Toilet Paper  
 MNFOOD025: Eco-Friendly Recycled-Content Paper Products: Other  
 MNFOOD026: Eco-Friendly Used in last 6 months: Any Product  
 MNFOOD027: Fabric Softeners/Scent Boosters: Hhld Uses  
 MNFOOD028: Facial Tissues: Hhld Uses  
 MNFOOD029: Firelogs: Households: Used Last Year  
 MNFOOD030: Floor Cleaner Wax & Polish: Hhld Uses  
 MNFOOD031: Furniture Polish: Hhld Uses  
 MNFOOD032: Glass And Surface Cleaners: Hhld Uses  
 MNFOOD033: Glue: Hhld Uses  
 MNFOOD034: Heavy Duty Hand Cleaners: Hhld Uses  
 MNFOOD035: Household Cleaners: Hhld Uses  
 MNFOOD036: In-Bowl Toilet Bowl Cleaners: Hhld Uses  
 MNFOOD037: Indoor Insecticides: Hhld Uses  
 MNFOOD038: Indoor Plant Food: Hhld Uses  
 MNFOOD039: Insect Repellents: Households: Used Last Year  
 MNFOOD040: In-Tank Toilet Bowl Cleaners: Hhld Uses  
 MNFOOD041: Laundry Pre-Treatments & Stain Removers: Hhld Uses  
 MNFOOD042: Light Bulbs: Hhld Uses  
 MNFOOD043: Liquid Soaps/Hand Sanitizers: Total Users: Used in last 6 months  
 MNFOOD044: Microwave Usage: Hhld Uses  
 MNFOOD045: Outdoor Insecticides: Hhld Uses  
 MNFOOD046: Oven Cleaners: Hhld Uses  
 MNFOOD047: Paper Napkins: Hhld Uses  
 MNFOOD048: Paper Towels: Hhld Uses  
 MNFOOD049: Plastic Garbage Bags & Trash Can Liners: Hhld Uses  
 MNFOOD050: Plastic Products - Used For: Household uses plastic products  
 MNFOOD051: Plastic Products - Used For: Used For Food Storage  
 MNFOOD052: Plastic Products - Used For: Used For Home Organizing/Storage  
 MNFOOD053: Plastic Products - Used For: Used For Bath  
 MNFOOD054: Plastic Products - Used For: Used For Sinkware  
 MNFOOD055: Plastic Products - Used For: Used For Tabletop  
 MNFOOD056: Plastic Products - Used For: Used For Kitchen Gadgets

MNFOOD057: Plastic Products - Used For: Used For Recycling/Refuse Bins  
 MNFOOD058: Plastic Products - Used For: Used For Cosmetics  
 MNFOOD059: Plastic Products - Used For: Used For Other  
 MNFOOD060: Plastic Sandwich/Food Storage/Freezer Bags: Hhld Uses  
 MNFOOD061: Plastic/Glass Food Storage Containers: Hhld Uses  
 MNFOOD062: Plastic-Type Kitchen Wrap: Hhld Uses  
 MNFOOD063: Pre-Moistened Household Wipes: Hhld Uses  
 MNFOOD064: Recycling - Re-used or recycled last month: Batteries  
 MNFOOD065: Recycling - Re-used or recycled last month: Electronic Equipment  
 MNFOOD066: Recycling - Re-used or recycled last month: Aluminum Beverage Cans  
 MNFOOD067: Recycling - Re-used or recycled last month: Other Metal items  
 MNFOOD068: Recycling - Re-used or recycled last month: Glass Bottles  
 MNFOOD069: Recycling - Re-used or recycled last month: Other Glass items  
 MNFOOD070: Recycling - Re-used or recycled last month: Plastic Bottles  
 MNFOOD071: Recycling - Re-used or recycled last month: Plastic Bags  
 MNFOOD072: Recycling - Re-used or recycled last month: Other Plastic Items  
 MNFOOD073: Recycling - Re-used or recycled last month: Newspapers  
 MNFOOD074: Recycling - Re-used or recycled last month: Other Paper  
 MNFOOD075: Recycling - Re-used or recycled last month: Other  
 MNFOOD076: Removable Self-Stick Notes - Packages Used: 1  
 MNFOOD077: Removable Self-Stick Notes - Packages Used: 2  
 MNFOOD078: Removable Self-Stick Notes - Packages Used: 3  
 MNFOOD079: Removable Self-Stick Notes - Packages Used: 4  
 MNFOOD080: Removable Self-Stick Notes - Packages Used: 5  
 MNFOOD081: Removable Self-Stick Notes - Packages Used: 6  
 MNFOOD082: Removable Self-Stick Notes - Packages Used: 7  
 MNFOOD083: Removable Self-Stick Notes - Packages Used: 8  
 MNFOOD084: Removable Self-Stick Notes - Packages Used: 9+  
 MNFOOD085: Removable Self-Stick Notes - Packages Used: Any  
 MNFOOD086: Rubber Gloves: Hhld Uses  
 MNFOOD087: Scouring Cleansers: Hhld Uses  
 MNFOOD088: Scouring Pads: Hhld Uses  
 MNFOOD089: Soap & Detergents For Fine Fabrics: Hhld Uses  
 MNFOOD090: Soap & Detergents For Regular Laundry: Hhld Uses  
 MNFOOD091: Spray Starch: Hhld Uses  
 MNFOOD092: Toilet Paper: Hhld Uses  
 MNFOOD093: Transparent Tape: Hhld Uses  
 MNFOOD094: Water Filters: Household owns  
 MNFOOD095: Water Filters - Brands used: Brita  
 MNFOOD096: Water Filters - Brands used: Filtrete  
 MNFOOD097: Water Filters - Brands used: Pur  
 MNFOOD098: Water Filters - Brands used: Whirlpool  
 MNFOOD099: Water Filters - Brands used: ZeroWater  
 MNFOOD100: Water Filters - Brands used: Other  
 MNFOOD101: Water Filters - Types used: In-Faucet  
 MNFOOD102: Water Filters - Types used: In-line (in pipe)  
 MNFOOD103: Water Filters - Types used: End of Faucet  
 MNFOOD104: Water Filters - Types used: Pour-Through Container/Pitcher  
 MNFOOD105: Water Filters - Types used: Refrigerator Filter  
 MNFOOD106: Water Filters - Types used: In-bottle  
 MNFOOD107: Water Filters - Types used: Other  
 MNFOOD108: Waxed Paper: Hhld Uses  
 Pets and Pet Supplies  
 MPETS001: Canned/Wet Cat Food: Hhld Uses  
 MPETS002: Canned/Wet Dog Food: Hhld Uses  
 MPETS003: Cat Litter: Hhld Uses  
 MPETS004: Cat Treats: Hhld Uses  
 MPETS005: Does Your Household Have Pet Insurance: Yes  
 MPETS006: Dog Biscuits Or Treats: Hhld Uses  
 MPETS007: Flea Tick & Parasite Products For Dogs & Cats: Households: Used Last Year  
 MPETS008: Cat Food: 2 or more times a day Canned/Wet Food  
 MPETS009: Cat Food: 2 or more times a day Dry Food  
 MPETS010: Cat Food: 2 or more times a day Treats  
 MPETS011: Cat Food: Once a day Canned/Wet Food  
 MPETS012: Cat Food: Once a day Dry Food  
 MPETS013: Cat Food: Once a day Treats  
 MPETS014: Cat Food: Occasionally Canned/Wet Food

MPETS015: Cat Food: Occasionally Dry Food  
 MPETS016: Cat Food: Occasionally Treats  
 MPETS017: Cat Food: Never Canned/Wet Food  
 MPETS018: Cat Food: Never Dry Food  
 MPETS019: Cat Food: Never Treats  
 MPETS020: Dog Food: 2 or more times a day Canned/Wet Food  
 MPETS021: Dog Food: 2 or more times a day Dry Food  
 MPETS022: Dog Food: 2 or more times a day Biscuits/Treats  
 MPETS023: Dog Food: Once a day Canned/Wet Food  
 MPETS024: Dog Food: Once a day Dry Food  
 MPETS025: Dog Food: Once a day Biscuits/Treats  
 MPETS026: Dog Food: Occasionally Canned/Wet Food  
 MPETS027: Dog Food: Occasionally Dry Food  
 MPETS028: Dog Food: Occasionally Biscuits/Treats  
 MPETS029: Dog Food: Never Canned/Wet Food  
 MPETS030: Dog Food: Never Dry Food  
 MPETS031: Dog Food: Never Biscuits/Treats  
 MPETS032: Packaged Dry Cat Food: Hhld Uses  
 MPETS033: Packaged Dry Dog Food: Hhld Uses  
 MPETS034: Pet Ownership - Dogs  
 MPETS035: Pet Ownership - Dogs Under 1 Year Old  
 MPETS036: Pet Ownership - Dogs 1-2 Years Old  
 MPETS037: Pet Ownership - Dogs 2-6 Years Old  
 MPETS038: Pet Ownership - Dogs 7+ Years Old  
 MPETS039: Pet Ownership - Dogs 10 lbs. or less  
 MPETS040: Pet Ownership - Dogs 11-20 lbs.  
 MPETS041: Pet Ownership - Dogs 21-60 lbs.  
 MPETS042: Pet Ownership - Dogs 61 or more lbs.  
 MPETS043: Pet Ownership - Cats  
 MPETS044: Pet Ownership - Cat Under 1 Year Old  
 MPETS045: Pet Ownership - Cat 1-2 Years Old  
 MPETS046: Pet Ownership - Cats 2-6 Years Old  
 MPETS047: Pet Ownership - Cats 7+ Years Old  
 MPETS048: Pet Ownership - Birds  
 MPETS049: Pet Ownership - Horses  
 MPETS050: Pet Ownership - Other Pets  
 MPETS051: Pet Ownership - Any Pet  
 MPETS052: Pet Food/Flea Control: Bought at Grocery/Supermarket  
 MPETS053: Pet Food/Flea Control: Bought at Discount Store  
 MPETS054: Pet Food/Flea Control: Bought at Wholesale Membership Club  
 MPETS055: Pet Food/Flea Control: Bought at PETCO  
 MPETS056: Pet Food/Flea Control: Bought at PetSmart  
 MPETS057: Pet Food/Flea Control: Bought at Other Pet Specialty Store  
 MPETS058: Pet Food/Flea Control: Bought at Veterinarian  
 MPETS059: Pet Food/Flea Control: Bought at Internet/Online  
 MPETS060: Pet Food/Flea Control: Bought at Other  
 MPETS061: Professional Pet Services: Households: Used Last Year  
 MPETS062: Veterinarian Visits - Number Of Trips: 1  
 MPETS063: Veterinarian Visits - Number Of Trips: 2  
 MPETS064: Veterinarian Visits - Number Of Trips: 3  
 MPETS065: Veterinarian Visits - Number Of Trips: 4  
 MPETS066: Veterinarian Visits - Number Of Trips: 5-6  
 MPETS067: Veterinarian Visits - Number Of Trips: 7+

Insurance

Auto/Other Vehicle Insurance  
 MINSUR001: Autos/Oth Veh Ins - Acquired New Or Different Policy  
 MINSUR002: Autos/Oth Veh Ins - Company: AAA  
 MINSUR003: Autos/Oth Veh Ins - Company: AARP from The Hartford  
 MINSUR004: Autos/Oth Veh Ins - Company: Allstate  
 MINSUR005: Autos/Oth Veh Ins - Company: American Family  
 MINSUR006: Autos/Oth Veh Ins - Company: Amica  
 MINSUR007: Autos/Oth Veh Ins - Company: Encompass  
 MINSUR008: Autos/Oth Veh Ins - Company: Esurance  
 MINSUR009: Autos/Oth Veh Ins - Company: Farm Bureau  
 MINSUR010: Autos/Oth Veh Ins - Company: Farmers Insurance Group  
 MINSUR011: Autos/Oth Veh Ins - Company: GEICO  
 MINSUR012: Autos/Oth Veh Ins - Company: The General  
 MINSUR013: Autos/Oth Veh Ins - Company: The Hartford

MINSUR014: Autos/Oth Veh Ins - Company: Infinity  
 MINSUR015: Autos/Oth Veh Ins - Company: Liberty Mutual  
 MINSUR016: Autos/Oth Veh Ins - Company: Mercury  
 MINSUR017: Autos/Oth Veh Ins - Company: MetLife  
 MINSUR018: Autos/Oth Veh Ins - Company: Nationwide  
 MINSUR019: Autos/Oth Veh Ins - Company: Progressive  
 MINSUR020: Autos/Oth Veh Ins - Company: SafeAuto  
 MINSUR021: Autos/Oth Veh Ins - Company: State Farm  
 MINSUR022: Autos/Oth Veh Ins - Company: Travelers  
 MINSUR023: Autos/Oth Veh Ins - Company: 21st Century  
 MINSUR024: Autos/Oth Veh Ins - Company: USAA  
 MINSUR025: Autos/Oth Veh Ins - Company: Other  
 MINSUR026: Autos/Oth Veh Ins - How Acquired: From an agent  
 MINSUR027: Autos/Oth Veh Ins - How Acquired: Direct from ins co via phone  
 MINSUR028: Autos/Oth Veh Ins - How Acquired: Direct from ins co via website  
 MINSUR029: Autos/Oth Veh Ins - How Acquired: At place of work or union  
 MINSUR030: Autos/Oth Veh Ins - How Acquired: At dealership where vehicle was bought  
 MINSUR031: Autos/Oth Veh Ins - How Acquired: Other  
 MINSUR032: Autos/Oth Veh Ins - How Heard About Company: Insurance agent  
 MINSUR033: Autos/Oth Veh Ins - How Heard About Company: Newspaper or magazine ad  
 MINSUR034: Autos/Oth Veh Ins - How Heard About Company: Television or radio ad  
 MINSUR035: Autos/Oth Veh Ins - How Heard About Company: Internet ad  
 MINSUR036: Autos/Oth Veh Ins - How Heard About Company: Search engine  
 MINSUR037: Autos/Oth Veh Ins - How Heard About Company: Direct mail at home  
 MINSUR038: Autos/Oth Veh Ins - How Heard About Company: Internet quote comparison service  
 MINSUR039: Autos/Oth Veh Ins - How Heard About Company: Family or Friends  
 MINSUR040: Autos/Oth Veh Ins - How Heard About Company: Other  
 MINSUR041: Autos/Oth Veh Ins - Number Of Vehicles In Household Covered: None Any  
 MINSUR042: Autos/Oth Veh Ins - Number Of Vehicles In Household Covered: 1 Any  
 MINSUR043: Autos/Oth Veh Ins - Number Of Vehicles In Household Covered: 2 Any  
 MINSUR044: Autos/Oth Veh Ins - Number Of Vehicles In Household Covered: 3+ Any  
 MINSUR045: Autos/Oth Veh Ins - Number Times Changed In Last 5 Years: Did not change  
 MINSUR046: Autos/Oth Veh Ins - Number Times Changed In Last 5 Years: One time  
 MINSUR047: Autos/Oth Veh Ins - Number Times Changed In Last 5 Years: Two times  
 MINSUR048: Autos/Oth Veh Ins - Number Times Changed In Last 5 Years: Three or more times  
 MINSUR049: Autos/Oth Veh Ins - Type Carried: Collision  
 MINSUR050: Autos/Oth Veh Ins - Type Carried: Liability- Bodily Injury  
 MINSUR051: Autos/Oth Veh Ins - Type Carried: Liability- Property Damage  
 MINSUR052: Autos/Oth Veh Ins - Type Carried: Medical Payments  
 MINSUR053: Autos/Oth Veh Ins - Type Carried: Uninsured Motorist  
 MINSUR054: Autos/Oth Veh Ins - Type Carried: Comprehensive  
 MINSUR055: Autos/Oth Veh Ins - Type Carried: Towing  
 Home and Personal Property Insurance  
 MINSUR255: Personal Property Insurance: Homeowner Currently Carries  
 MINSUR256: Personal Property Insurance: Homeowner Acquired Last Year  
 MINSUR257: Personal Property Insurance: Renter Currently Carries  
 MINSUR258: Personal Property Insurance: Renter Acquired Last Year  
 MINSUR259: Personal Property Insurance: Condominium Currently Carries  
 MINSUR260: Personal Property Insurance: Condominium Acquired Last Year  
 MINSUR056: Home/Personal Prop Insurance: Any Currently Carries  
 MINSUR057: Home/Personal Prop Insurance: Floater for jewelry or furs  
 MINSUR058: Home/Personal Prop Insurance: Floater for collections (antiques coins etc.)  
 MINSUR059: Home/Personal Prop Insurance: Floater for other personal items  
 MINSUR060: Home/Personal Prop Insurance: Coverage for earthquakes or floods  
 MINSUR061: Home/Personal Prop Insurance: Other additional coverage



MINSUR062: Home/Personal Prop Insurance - Any Floater  
MINSUR063: Home/Personal Prop Insurance - Combined home/auto policy: Have  
MINSUR064: Home/Personal Prop Insurance - Company: AAA  
MINSUR066: Home/Personal Prop Insurance - Company: Allstate  
MINSUR067: Home/Personal Prop Insurance - Company: American Family  
MINSUR261: Home/Personal Prop Insurance - Company Amica  
MINSUR068: Home/Personal Prop Insurance - Company: Country  
MINSUR069: Home/Personal Prop Insurance - Company: Encompass  
MINSUR262: Home/Personal Prop Insurance - Company Esurance  
MINSUR070: Home/Personal Prop Insurance - Company: Farmers Insurance Group  
MINSUR071: Home/Personal Prop Insurance - Company: Foremost  
MINSUR072: Home/Personal Prop Insurance - Company: Geico  
MINSUR073: Home/Personal Prop Insurance - Company: The Hartford  
MINSUR074: Home/Personal Prop Insurance - Company: Liberty Mutual  
MINSUR075: Home/Personal Prop Insurance - Company: MetLife  
MINSUR076: Home/Personal Prop Insurance - Company: Nationwide  
MINSUR077: Home/Personal Prop Insurance - Company: Progressive  
MINSUR078: Home/Personal Prop Insurance - Company: Safeco  
MINSUR079: Home/Personal Prop Insurance - Company: State Farm  
MINSUR080: Home/Personal Prop Insurance - Company: Travelers  
MINSUR081: Home/Personal Prop Insurance - Company: USAA  
MINSUR082: Home/Personal Prop Insurance - Company: Other  
MINSUR083: Home/Personal Prop Insurance - Decision Maker: Yourself (alone or with someone else)  
MINSUR084: Home/Personal Prop Insurance - Decision Maker: Someone else  
MINSUR085: Home/Personal Prop Insurance - How Acquired: From an agent  
MINSUR086: Home/Personal Prop Insurance - How Acquired: In response to direct mail advertising  
MINSUR087: Home/Personal Prop Insurance - How Acquired: Direct from insurance company via phone  
MINSUR088: Home/Personal Prop Insurance - How Acquired: Direct from insurance company via website  
MINSUR089: Home/Personal Prop Insurance - Total Value Of Coverage: <\$10000  
MINSUR090: Home/Personal Prop Insurance - Total Value Of Coverage: \$10000 - \$24999  
MINSUR091: Home/Personal Prop Insurance - Total Value Of Coverage: \$25000 - \$49999  
MINSUR092: Home/Personal Prop Insurance - Total Value Of Coverage: \$50000 - \$74999  
MINSUR093: Home/Personal Prop Insurance - Total Value Of Coverage: \$75000 - \$99999  
MINSUR094: Home/Personal Prop Insurance - Total Value Of Coverage: \$100000 - \$199999  
MINSUR095: Home/Personal Prop Insurance - Total Value Of Coverage: \$200000 - \$299999  
MINSUR096: Home/Personal Prop Insurance - Total Value Of Coverage: \$300000 - \$499999  
MINSUR097: Home/Personal Prop Insurance - Total Value Of Coverage: \$500000+  
Life Insurance  
MINSUR098: Life Insurance: Currently carry  
MINSUR099: Life Insurance - Companies: AAA  
MINSUR100: Life Insurance - Companies: AARP from New York Life  
MINSUR101: Life Insurance - Companies: Aetna  
MINSUR102: Life Insurance - Companies: AFLAC  
MINSUR103: Life Insurance - Companies: AIG American General  
MINSUR104: Life Insurance - Companies: Allstate  
MINSUR105: Life Insurance - Companies: American Family  
MINSUR106: Life Insurance - Companies: AXA Equitable  
MINSUR107: Life Insurance - Companies: Bankers Life & Casualty  
MINSUR263: Life Insurance - Companies: Brighthouse Financial  
MINSUR108: Life Insurance - Companies: Cigna  
MINSUR109: Life Insurance - Companies: Colonial Penn  
MINSUR110: Life Insurance - Companies: Farm Bureau  
MINSUR111: Life Insurance - Companies: Farmers Insurance Group  
MINSUR112: Life Insurance - Companies: Genworth  
MINSUR113: Life Insurance - Companies: Gerber Life  
MINSUR114: Life Insurance - Companies: Guardian  
MINSUR115: Life Insurance - Companies: The Hartford  
MINSUR116: Life Insurance - Companies: John Hancock  
MINSUR117: Life Insurance - Companies: Lincoln Financial Group  
MINSUR118: Life Insurance - Companies: MassMutual  
MINSUR119: Life Insurance - Companies: MetLife  
MINSUR120: Life Insurance - Companies: Mutual of Omaha  
MINSUR121: Life Insurance - Companies: Nationwide  
MINSUR122: Life Insurance - Companies: New York Life  
MINSUR123: Life Insurance - Companies: Northwestern Mutual  
MINSUR124: Life Insurance - Companies: Pacific Life  
MINSUR125: Life Insurance - Companies: Principal Financial Group  
MINSUR126: Life Insurance - Companies: Prudential  
MINSUR127: Life Insurance - Companies: SBLI  
MINSUR128: Life Insurance - Companies: State Farm  
MINSUR129: Life Insurance - Companies: TIAA-CREF  
MINSUR130: Life Insurance - Companies: Unum Group  
MINSUR131: Life Insurance - Companies: USAA  
MINSUR132: Life Insurance - Companies: Veterans Group Life (VGLI)  
MINSUR133: Life Insurance - Companies: Voya  
MINSUR134: Life Insurance - Companies: Other  
MINSUR135: Life Insurance - Companies: Any Company  
MINSUR136: Life Insurance - Companies: Any Company or Source  
MINSUR137: Life Insurance - Number Of Policies Carried: 1  
MINSUR138: Life Insurance - Number Of Policies Carried: 2  
MINSUR139: Life Insurance - Number Of Policies Carried: 3  
MINSUR140: Life Insurance - Number Of Policies Carried: 4+  
MINSUR141: Life Insurance - Policies Carried: Separate term policy  
MINSUR142: Life Insurance - Policies Carried: Separate whole life policy  
MINSUR143: Life Insurance - Policies Carried: Combination term/whole life policy  
MINSUR144: Life Insurance - Policies Carried: Universal Life  
MINSUR145: Life Insurance - Policies Carried: Variable life  
MINSUR146: Life Insurance - Source: From a union  
MINSUR147: Life Insurance - Source: From a place of work  
MINSUR148: Life Insurance - Source: From a fraternal or other membership group  
MINSUR149: Life Insurance - Source: Veterans life insurance  
MINSUR150: Life Insurance - Source: From a bank  
MINSUR151: Life Insurance - Source: With loan mortgage or installment payments  
MINSUR152: Life Insurance - Source: Through an agent representing one company  
MINSUR153: Life Insurance - Source: Through an agent (broker) for many companies  
MINSUR154: Life Insurance - Source: In response to mail advertising (no agent)  
MINSUR155: Life Insurance - Source: Direct from insurance company via phone (no agent)  
MINSUR156: Life Insurance - Source: Direct from insurance company via website (no agent)  
MINSUR157: Life Insurance - Total Value: <\$20000  
MINSUR158: Life Insurance - Total Value: \$20000 - \$49999  
MINSUR159: Life Insurance - Total Value: \$50000 - \$99999  
MINSUR160: Life Insurance - Total Value: \$100000 - \$149999  
MINSUR161: Life Insurance - Total Value: \$150000 - \$249999  
MINSUR162: Life Insurance - Total Value: \$250000 - \$499999  
MINSUR163: Life Insurance - Total Value: \$500000+  
Medical Insurance  
MINSUR164: Medical Insurance: Personally covered by medical/hospital/accident ;\*\*  
MINSUR165: Medical Insurance: You and other household/family members  
MINSUR166: Medical Insurance: You Alone  
MINSUR167: Medical Insurance - Companies: AARP  
MINSUR168: Medical Insurance - Companies: Aetna  
MINSUR169: Medical Insurance - Companies: AFLAC  
MINSUR170: Medical Insurance - Companies: Bankers Life & Casualty  
MINSUR171: Medical Insurance - Companies: BlueCross/BlueShield  
MINSUR172: Medical Insurance - Companies: Cigna  
MINSUR264: Medical Insurance - Companies: Colonial Life  
MINSUR173: Medical Insurance - Companies: Health Net  
MINSUR174: Medical Insurance - Companies: Humana  
MINSUR175: Medical Insurance - Companies: Kaiser Permanente  
MINSUR176: Medical Insurance - Companies: MetLife

MINSUR177: Medical Insurance - Companies: Mutual of Omaha  
 MINSUR179: Medical Insurance - Companies: State Farm  
 MINSUR180: Medical Insurance - Companies: United Healthcare  
 MINSUR265: Medical Insurance - Companies: Unum  
 MINSUR266: Medical Insurance - Companies: Wellcare  
 MINSUR181: Medical Insurance - Companies: Other  
 MINSUR182: Medical Insurance - Did You Choose To Change Insurance Companies: Yes  
 MINSUR183: Medical Insurance - How Obtained: From a union  
 MINSUR184: Medical Insurance - How Obtained: From a place of work  
 MINSUR185: Medical Insurance - How Obtained: From a fraternal or other membership group  
 MINSUR186: Medical Insurance - How Obtained: State or national healthcare exchange  
 MINSUR187: Medical Insurance - How Obtained: Other government source  
 MINSUR188: Medical Insurance - How Obtained: Through an agent representing one company  
 MINSUR189: Medical Insurance - How Obtained: Agent (broker) representing more than one company  
 MINSUR190: Medical Insurance - How Obtained: Mail advertising or Phone contact (no agent)  
 MINSUR191: Medical Insurance - How Obtained: Through the Internet  
 MINSUR192: Medical Insurance - Kind of Policy: EPO (Exclusive Provider Organization)  
 MINSUR193: Medical Insurance - Kind of Policy: HMO (Health Maintenance Organization)  
 MINSUR194: Medical Insurance - Kind of Policy: POS (Point-of-Service)  
 MINSUR195: Medical Insurance - Kind of Policy: PPO (Preferred Provider Organization)  
 MINSUR196: Medical Insurance - Kind of Policy: Traditional Indemnity/Fee-for-Service  
 MINSUR197: Medical Insurance - Kind of Policy: Catastrophic/High Deductible  
 MINSUR198: Medical Insurance - Kind of Policy: Other  
 MINSUR199: Medical Insurance - Type of Policy: Non-Government (e.g. Group Individual etc.)  
 MINSUR200: Medical Insurance - Type of Policy: Medicaid  
 MINSUR201: Medical Insurance - Type of Policy: Medicare  
 Other Insurance Products  
 MINSUR268: Chose Auto Insurance:Customer Loyalty Program  
 MINSUR269: Chose Home/Property Insurance:Customer Loyalty Program  
 MINSUR270: Chose Life Insurance:Customer Loyalty Program  
 MINSUR271: Chose Medical Insurance:Customer Loyalty Program  
 MINSUR242: Other Insurance - Types: Delta Dental  
 MINSUR243: Other Insurance - Types: Other Dental  
 MINSUR244: Other Insurance - Types: Disability/Loss of income through medical causes  
 MINSUR245: Other Insurance - Types: Prescription Drugs  
 MINSUR246: Other Insurance - Types: Vision care  
 MINSUR247: Other Insurance - Types: Accidental death and dismemberment  
 MINSUR248: Other Insurance - Types: Boat owners  
 MINSUR249: Other Insurance - Types: Identity theft  
 MINSUR250: Other Insurance - Types: Long term care  
 MINSUR251: Other Insurance - Types: Mortgage  
 MINSUR252: Other Insurance - Types: Personal liability (not Automotive or Homeowners)  
 MINSUR253: Other Insurance - Types: Small business  
 MINSUR254: Other Insurance - Types: Travel  
 More About Insurance  
 MINSUR267: Medical Insurance - Kind of Policy: Supplemental Insurance  
 MINSUR202: Chose Auto Insurance: Agent Recommendation  
 MINSUR203: Chose Home/Property Insurance: Agent Recommendation  
 MINSUR204: Chose Life Insurance: Agent Recommendation  
 MINSUR205: Chose Medical Insurance:Agent Recommendation  
 MINSUR206: Chose Auto Insurance: Customer Service  
 MINSUR207: Chose Home/Property Insurance: Customer Service  
 MINSUR208: Chose Life Insurance: Customer Service  
 MINSUR209: Chose Medical Insurance:Customer Service  
 MINSUR210: Chose Auto Insurance: Company Financial Stability  
 MINSUR211: Chose Home/Property Insurance: Company Financial Stability

MINSUR212: Chose Life Insurance: Company Financial Stability  
 MINSUR213: Chose Medical Insurance:Company Financial Stability  
 MINSUR214: Chose Auto Insurance: Location  
 MINSUR215: Chose Home/Property Insurance: Location  
 MINSUR216: Chose Life Insurance: Location  
 MINSUR217: Chose Medical Insurance:Location  
 MINSUR218: Chose Auto Insurance: Rates  
 MINSUR219: Chose Home/Property Insurance: Rates  
 MINSUR220: Chose Life Insurance: Rates  
 MINSUR221: Chose Medical Insurance:Rates  
 MINSUR222: Chose Auto Insurance: Company Reputation  
 MINSUR223: Chose Home/Property Insurance: Company Reputation  
 MINSUR224: Chose Life Insurance: Company Reputation  
 MINSUR225: Chose Medical Insurance:Company Reputation  
 MINSUR226: Chose Auto Insurance:Simplicity of Application  
 MINSUR227: Chose Home/Property Insurance:Simplicity of Application  
 MINSUR228: Chose Life Insurance:Simplicity of Application  
 MINSUR229: Chose Medical Insurance:Simplicity of Application  
 MINSUR230: Chose Auto Insurance:Size of Company  
 MINSUR231: Chose Home/Property Insurance:Size of Company  
 MINSUR232: Chose Life Insurance:Size of Company  
 MINSUR233: Chose Medical Insurance:Size of Company  
 MINSUR234: Chose Auto Insurance:Years in Business  
 MINSUR235: Chose Home/Property Insurance:Years in Business  
 MINSUR236: Chose Life Insurance:Years in Business  
 MINSUR237: Chose Medical Insurance:Years in Business  
 MINSUR238: Chose Auto Insurance:Other Reason  
 MINSUR239: Chose Home/Property Insurance:Other Reason  
 MINSUR240: Chose Life Insurance:Other Reason  
 MINSUR241: Chose Medical Insurance:Other Reason

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  
 MLEISUR008: Camping Equipment: Backpack Household Owns  
 MLEISUR009: Camping Equipment: Beverage Containers Household Owns  
 MLEISUR010: Camping Equipment: Compass Household Owns  
 MLEISUR011: Camping Equipment: Daypack Household Owns  
 MLEISUR012: Camping Equipment: Sleeping Bag Household Owns  
 MLEISUR013: Camping Equipment: Hunting Knife Household Owns  
 MLEISUR014: Camping Equipment: Tent Household Owns  
 MLEISUR015: Camping Equipment: Cooler or Ice Chest (under 24 quarts) Household Owns  
 MLEISUR016: Camping Equipment: Cooler or Ice Chest (24 quarts & over) Household Owns  
 MLEISUR017: Camping Equipment: Camp Cookware Household Owns  
 MLEISUR018: Camping Equipment: Lantern (gas) Household Owns  
 MLEISUR019: Camping Equipment: Lantern (electric) Household Owns  
 MLEISUR020: Camping Equipment: Camp Stove Household Owns  
 MLEISUR021: Camping Equipment: Insulated Picnic Jug Household Owns  
 MLEISUR022: Camping Equipment: Waterproof/Breathable Apparel Household Owns  
 MLEISUR023: Camping Equipment: Any Camping Equipment Household Owns  
 MLEISUR024: Camping Equipment - Total Spent: \$1 - \$49  
 MLEISUR025: Camping Equipment - Total Spent: \$50 - \$99  
 MLEISUR026: Camping Equipment - Total Spent: \$100 - \$199  
 MLEISUR027: Camping Equipment - Total Spent: \$200+ Gambling

MLEISUR028: Casino Gambling - Times Gambled: Atlantic City Any	MLEISUR084: Leisure Activities : Video/electronic games (portable) Participated last year
MLEISUR029: Casino Gambling - Times Gambled: Caribbean Any	MLEISUR085: Leisure Activities : Woodworking Participated last year
MLEISUR030: Casino Gambling - Times Gambled: Connecticut Any	MLEISUR086: Leisure Activities : Zoo attendance Participated last year
MLEISUR031: Casino Gambling - Times Gambled: Las Vegas Any	MLEISUR087: Leisure Activities : Any leisure activity [punch 1 only] Participated last year
MLEISUR032: Casino Gambling - Times Gambled: Mississippi Gulf Coast Any	MLEISUR088: Hobbies Engage In: Collecting - antiques
MLEISUR033: Casino Gambling - Times Gambled: Reno Any	MLEISUR089: Hobbies Engage In: Collecting - art
MLEISUR034: Casino Gambling - Times Gambled: Other Any	MLEISUR090: Hobbies Engage In: Collecting - coins
MLEISUR035: Casino Gambling - Times Gambled: Any gambling Any	MLEISUR091: Hobbies Engage In: Collecting - comic books
Leisure Activities	MLEISUR092: Hobbies Engage In: Collecting - dolls/action figures
MLEISUR036: Leisure Activities : Adult education courses Participated last year	MLEISUR093: Hobbies Engage In: Collecting - figurines
MLEISUR037: Leisure Activities : Aquarium attendance Participated last year	MLEISUR094: Hobbies Engage In: Collecting - stamps
MLEISUR038: Leisure Activities : Attend auto shows Participated last year	MLEISUR095: Hobbies Engage In: Collecting - sports trading cards
MLEISUR039: Leisure Activities : Attend art galleries or shows Participated last year	MLEISUR096: Hobbies Engage In: Other
MLEISUR040: Leisure Activities : Attend horse races Participated last year	MLEISUR097: Hobbies Engage In: Indoor gardening & plants
MLEISUR041: Leisure Activities : Attend country music performances Participated last year	MLEISUR098: Hobbies Engage In: Listen to music
MLEISUR042: Leisure Activities : Attend rock music performances Participated last year	MLEISUR099: Hobbies Engage In: Raising pets
MLEISUR043: Leisure Activities : Attend classical music/opera performances Participated last year	MLEISUR100: Hobbies Engage In: Tropical fish Listen to Sports on Radio
MLEISUR044: Leisure Activities : Attend other music performances Participated last year	MSPORTS001: Listen To Radio Sports: Alpine skiing & ski jumping Regularly
MLEISUR045: Leisure Activities : Attend dance performances Participated last year	MSPORTS002: Listen To Radio Sports: Auto racing - NASCAR Regularly
MLEISUR046: Leisure Activities : Attend a circus Participated last year	MSPORTS003: Listen To Radio Sports: Auto racing - Other Regularly
MLEISUR047: Leisure Activities : Baking Participated last year	MSPORTS004: Listen To Radio Sports: Baseball - College Regularly
MLEISUR048: Leisure Activities : Barbecuing Participated last year	MSPORTS005: Listen To Radio Sports: Baseball - MLB Regular Season Regularly
MLEISUR049: Leisure Activities : Go to bars/night clubs Participated last year	MSPORTS006: Listen To Radio Sports: Baseball - MLB Playoffs/World Series Regularly
MLEISUR050: Leisure Activities : Go to beach Participated last year	MSPORTS007: Listen To Radio Sports: Basketball - College Regularly
MLEISUR051: Leisure Activities : Billiards/pool Participated last year	MSPORTS008: Listen To Radio Sports: Basketball - NBA Regular Season Regularly
MLEISUR052: Leisure Activities : Birdwatching Participated last year	MSPORTS009: Listen To Radio Sports: Basketball - NBA Playoffs/Finals Regularly
MLEISUR053: Leisure Activities : Board games Participated last year	MSPORTS010: Listen To Radio Sports: Basketball - NCAA Basketball Tournament Regularly
MLEISUR054: Leisure Activities : Book clubs Participated last year	MSPORTS011: Listen To Radio Sports: Basketball - WNBA Regularly
MLEISUR055: Leisure Activities : Chess Participated last year	MSPORTS012: Listen To Radio Sports: Boxing Regularly
MLEISUR056: Leisure Activities : Cooking for fun Participated last year	MSPORTS013: Listen To Radio Sports: Football - College Regularly
MLEISUR057: Leisure Activities : Concerts on radio Participated last year	MSPORTS014: Listen To Radio Sports: Football - NFL Monday Thursday or Sunday Night Games Regularly
MLEISUR058: Leisure Activities : Crossword puzzles Participated last year	MSPORTS015: Listen To Radio Sports: Football - NFL Weekend Games Regularly
MLEISUR059: Leisure Activities : Dance/go dancing Participated last year	MSPORTS016: Listen To Radio Sports: Football - NFL Playoffs/Super Bowl Regularly
MLEISUR060: Leisure Activities : Dining out Participated last year	MSPORTS017: Listen To Radio Sports: Golf - PGA Regularly
MLEISUR061: Leisure Activities : Entertain friends or relatives at home Participated last year	MSPORTS018: Listen To Radio Sports: Greyhound Racing Regularly
MLEISUR062: Leisure Activities : Fantasy sports league Participated last year	MSPORTS019: Listen To Radio Sports: High School Sports Regularly
MLEISUR063: Leisure Activities : Furniture refinishing Participated last year	MSPORTS020: Listen To Radio Sports: Horse racing (at track or OTB) Regularly
MLEISUR064: Leisure Activities : Home decoration and furnishing Participated last year	MSPORTS021: Listen To Radio Sports: Ice Hockey - NHL Regular Season Regularly
MLEISUR065: Leisure Activities : Karaoke Participated last year	MSPORTS022: Listen To Radio Sports: Ice Hockey - NHL Playoffs and Stanley Cup Finals Regularly
MLEISUR066: Leisure Activities : Go to live theater Participated last year	MSPORTS023: Listen To Radio Sports: Olympics - Summer Regularly
MLEISUR067: Leisure Activities : Go to museums Participated last year	MSPORTS024: Listen To Radio Sports: Olympics - Winter Regularly
MLEISUR068: Leisure Activities : Painting drawing Participated last year	MSPORTS025: Listen To Radio Sports: Soccer - MLS Regularly
MLEISUR069: Leisure Activities : Photography Participated last year	MSPORTS026: Listen To Radio Sports: Soccer - World Cup Regularly
MLEISUR070: Leisure Activities : Photo Album/Scrapbooking Participated last year	MSPORTS031: Listen To Radio Sports: Soccer - US Men's National Team Regularly
MLEISUR071: Leisure Activities : Picnic Participated last year	MSPORTS032: Listen To Radio Sports: Soccer - US Women's National Team Regularly
MLEISUR072: Leisure Activities : Play bingo Participated last year	MSPORTS033: Listen To Radio Sports: Soccer - International Regularly
MLEISUR073: Leisure Activities : Play cards Participated last year	MSPORTS027: Listen To Radio Sports: Tennis - Men's Regularly
MLEISUR074: Leisure Activities : Play musical instrument Participated last year	MSPORTS028: Listen To Radio Sports: Tennis - Women's Regularly
MLEISUR075: Leisure Activities : Reading books Participated last year	MSPORTS029: Listen To Radio Sports: Wrestling - WWE Regularly
MLEISUR076: Leisure Activities : Reading comic books Participated last year	MSPORTS030: Listen To Radio Sports: Wrestling - Other Professional Regularly
MLEISUR077: Leisure Activities : Sudoku Puzzles Participated last year	Lottery
MLEISUR078: Leisure Activities : Tailgating Participated last year	MLEISUR108: Leisure Activities : Attend a State/County Fair Participated last year
MLEISUR079: Leisure Activities : Word games Participated last year	MLEISUR109: Leisure Activities : Film/produce videos Participated last year
MLEISUR080: Leisure Activities : Trivia games Participated last year	MLEISUR110: Leisure Activities : Fly a Drone Participated last year
MLEISUR081: Leisure Activities : PC/computer games (play online) Participated last year	MLEISUR111: Leisure Activities : Genealogy Participated last year
MLEISUR082: Leisure Activities : PC/computer games (play offline with software) Participated last year	MLEISUR101: Lottery: Total Users: Bought in last 12 months
MLEISUR083: Leisure Activities : Video/electronic games (console) Participated last year	

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 2 weeks  
 MMOVIE011: Movie Attendance - Prefer to see a new movie: After the second week  
 MMOVIE012: Movie Viewing - Genre: Heavy Viewing Cume: Action  
 MMOVIE013: Movie Viewing - Genre: Heavy Viewing Cume: Adventure  
 MMOVIE014: Movie Viewing - Genre: Heavy Viewing Cume: Comedy  
 MMOVIE015: Movie Viewing - Genre: Heavy Viewing Cume: Drama  
 MMOVIE016: Movie Viewing - Genre: Heavy Viewing Cume: Fantasy  
 MMOVIE017: Movie Viewing - Genre: Heavy Viewing Cume: Romance  
 MMOVIE018: Movie Viewing - Genre: Heavy Viewing Cume: Crime  
 MMOVIE019: Movie Viewing - Genre: Heavy Viewing Cume: Science Fiction  
 MMOVIE020: Movie Viewing - Genre: Heavy Viewing Cume: Family  
 MMOVIE021: Movie Viewing - Genre: Heavy Viewing Cume: Thriller  
 MMOVIE022: Movie Viewing - Genre: Heavy Viewing Cume: Horror  
 MMOVIE042: Movie Viewing - Genre: Heavy Viewing Cume: Animation  
 MMOVIE043: Movie Viewing - Genre: Heavy Viewing Cume: Biography  
 MMOVIE023: Movie Viewing - Genre: Total Viewing Cume: Action  
 MMOVIE024: Movie Viewing - Genre: Total Viewing Cume: Adventure  
 MMOVIE025: Movie Viewing - Genre: Total Viewing Cume: Comedy  
 MMOVIE026: Movie Viewing - Genre: Total Viewing Cume: Drama  
 MMOVIE027: Movie Viewing - Genre: Total Viewing Cume: Fantasy  
 MMOVIE028: Movie Viewing - Genre: Total Viewing Cume: Romance  
 MMOVIE029: Movie Viewing - Genre: Total Viewing Cume: Crime  
 MMOVIE030: Movie Viewing - Genre: Total Viewing Cume: Science Fiction  
 MMOVIE031: Movie Viewing - Genre: Total Viewing Cume: Family  
 MMOVIE032: Movie Viewing - Genre: Total Viewing Cume: Thriller  
 MMOVIE033: Movie Viewing - Genre: Total Viewing Cume: Horror  
 MMOVIE044: Movie Viewing - Genre: Total Viewing Cume: Animation  
 MMOVIE045: Movie Viewing - Genre: Total Viewing Cume: Biography  
 MMOVIE035: Movie Viewing - Ratings: Heavy Viewing Cumes: PG  
 MMOVIE036: Movie Viewing - Ratings: Heavy Viewing Cumes: PG-13  
 MMOVIE037: Movie Viewing - Ratings: Heavy Viewing Cumes: R  
 MMOVIE039: Movie Viewing - Ratings: Total Viewing Cume: PG  
 MMOVIE040: Movie Viewing - Ratings: Total Viewing Cume: PG-13  
 MMOVIE041: Movie Viewing - 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: Organizations/Clubs - Member Of: AARP  
 MCLUBS002: Organizations/Clubs - Member Of: Fraternal orders

MCLUBS003: Organizations/Clubs - Member Of: Religious clubs  
 MCLUBS004: Organizations/Clubs - Member Of: Civic clubs  
 MCLUBS005: Organizations/Clubs - Member Of: Veterans clubs  
 MCLUBS006: Organizations/Clubs - Member Of: A body of local government  
 MCLUBS007: Organizations/Clubs - Member Of: Country clubs  
 MCLUBS008: Organizations/Clubs - Member Of: Business Club  
 MCLUBS009: Organizations/Clubs - Member Of: Collectors Clubs  
 MCLUBS010: Organizations/Clubs - Member Of: Union  
 MCLUBS011: Organizations/Clubs - Member Of: School or College Board  
 MCLUBS012: Organizations/Clubs - Member Of: Church Board  
 MCLUBS013: Organizations/Clubs - Member Of: Charitable Organizations  
 MCLUBS014: 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  
 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: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At home  
 MFITNSS002: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At club  
 MFITNSS003: Physical Fitness - Regular Exercise Pgm. (2+ Times/Wk.): At other facility  
 Recreation Items/Vehicles  
 MRECVEH001: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp)  
 Household Owns  
 MRECVEH002: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp)  
 Household Owns  
 MRECVEH003: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp)  
 Household Owns  
 MRECVEH004: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) Household Owns  
 MRECVEH005: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.)  
 Household Owns  
 MRECVEH006: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) Household Owns  
 MRECVEH007: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.)  
 Household Owns  
 MRECVEH008: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +)  
 Household Owns  
 MRECVEH009: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.)  
 Household Owns  
 MRECVEH010: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) Household Owns  
 MRECVEH011: Recreation Items/Vehicles/Boats: Inflatable boat Household owns  
 MRECVEH012: Recreation Items/Vehicles/Boats: Personal watercraft Household owns  
 MRECVEH013: Recreation Items/Vehicles/Boats: Rowboat Household owns  
 MRECVEH014: Recreation Items/Vehicles/Boats: Canoe Household owns  
 MRECVEH015: Recreation Items/Vehicles/Boats: Kayak Household owns  
 MRECVEH016: Recreation Items/Vehicles/Boats: Boat trailer Household owns  
 MRECVEH017: Recreation Items/Vehicles/Boats: Motorhome Household owns  
 MRECVEH018: Recreation Items/Vehicles/Boats: Towable trailer camper Household owns  
 MRECVEH019: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) Household owns  
 MRECVEH020: Recreation Items/Vehicles/Boats: Other camper/trailer Household owns  
 MRECVEH021: Recreation Items/Vehicles/Boats: Snowmobile Household owns  
 MRECVEH023: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) bought last year  
 MRECVEH025: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp) bought last year  
 MRECVEH027: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp) bought last year

MRECVEH029: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) bought last year  
 MRECVEH031: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) bought last year  
 MRECVEH033: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) bought last year  
 MRECVEH035: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.) bought last year  
 MRECVEH037: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +) bought last year  
 MRECVEH039: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.) bought last year  
 MRECVEH041: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) bought last year  
 MRECVEH043: Recreation Items/Vehicles/Boats: Inflatable boat bought last year  
 MRECVEH045: Recreation Items/Vehicles/Boats: Personal watercraft bought last year  
 MRECVEH047: Recreation Items/Vehicles/Boats: Rowboat bought last year  
 MRECVEH049: Recreation Items/Vehicles/Boats: Canoe bought last year  
 MRECVEH051: Recreation Items/Vehicles/Boats: Kayak bought last year  
 MRECVEH053: Recreation Items/Vehicles/Boats: Boat trailer bought last year  
 MRECVEH055: Recreation Items/Vehicles/Boats: Motorhome bought last year  
 MRECVEH057: Recreation Items/Vehicles/Boats: Towable trailer camper bought last year  
 MRECVEH059: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) bought last year  
 MRECVEH061: Recreation Items/Vehicles/Boats: Other camper/trailer bought last year  
 MRECVEH063: Recreation Items/Vehicles/Boats: Snowmobile bought last year  
 Sports and Recreation Equipment  
 MSPRTEQ001: Sport/Recreation Equipment: Baseball gloves owns  
 MSPRTEQ002: Sport/Recreation Equipment: Basketball owns  
 MSPRTEQ003: Sport/Recreation Equipment: Bicycle helmet owns  
 MSPRTEQ004: Sport/Recreation Equipment: Bow owns  
 MSPRTEQ005: Sport/Recreation Equipment: Bowling balls owns  
 MSPRTEQ006: Sport/Recreation Equipment: Cross country ski boots owns  
 MSPRTEQ007: Sport/Recreation Equipment: Cross country skis owns  
 MSPRTEQ008: Sport/Recreation Equipment: Elbow/knee pads (in-line skating protective gear) owns  
 MSPRTEQ009: Sport/Recreation Equipment: Factory loaded ammunition owns  
 MSPRTEQ042: Sport/Recreation Equipment: Fish finder owns  
 MSPRTEQ010: Sport/Recreation Equipment: Fishing reel owns  
 MSPRTEQ011: Sport/Recreation Equipment: Fishing rod owns  
 MSPRTEQ012: Sport/Recreation Equipment: Fishing lures or hooks owns  
 MSPRTEQ013: Sport/Recreation Equipment: Other fishing equipment owns  
 MSPRTEQ014: Sport/Recreation Equipment: Football owns  
 MSPRTEQ015: Sport/Recreation Equipment: Golf balls owns  
 MSPRTEQ034: Sport/Recreation Equipment: Golf clubs owns  
 MSPRTEQ016: Sport/Recreation Equipment: Outdoor or pocket knife owns  
 MSPRTEQ017: Sport/Recreation Equipment: Racquetball balls owns  
 MSPRTEQ018: Sport/Recreation Equipment: Racquetball racquet owns  
 MSPRTEQ019: Sport/Recreation Equipment: Soccer ball owns  
 MSPRTEQ020: Sport/Recreation Equipment: Softball/baseball bats owns  
 MSPRTEQ021: Sport/Recreation Equipment: Sportswatch/chronograph owns  
 MSPRTEQ022: Sport/Recreation Equipment: Tennis balls owns  
 MSPRTEQ023: Sport/Recreation Equipment: Tennis racquet owns  
 MSPRTEQ024: Sport/Recreation Equipment: Binoculars owns  
 MSPRTEQ025: Sport/Recreation Equipment: Mountain bicycle owns  
 MSPRTEQ026: Sport/Recreation Equipment: Road bicycle owns  
 MSPRTEQ027: Sport/Recreation Equipment: Stationary bicycle owns  
 MSPRTEQ028: Sport/Recreation Equipment: Downhill ski boots owns  
 MSPRTEQ029: Sport/Recreation Equipment: Downhill skis owns  
 MSPRTEQ030: Sport/Recreation Equipment: Roller blades/in-line skates owns  
 MSPRTEQ031: Sport/Recreation Equipment: Elliptical owns  
 MSPRTEQ032: Sport/Recreation Equipment: Treadmill owns  
 MSPRTEQ033: Sport/Recreation Equipment: Other exercise equipment owns  
 MSPRTEQ035: Sport/Recreation Equipment: Hand gun owns  
 MSPRTEQ036: Sport/Recreation Equipment: Rifle owns  
 MSPRTEQ037: Sport/Recreation Equipment: Shotgun owns

MSPRTEQ038: Sport/Recreation Equipment: Hockey equipment owns  
 MSPRTEQ039: Sport/Recreation Equipment: Weight lifting equipment owns  
 MSPRTEQ040: Sport/Recreation Equipment: Other owns  
 MSPRTEQ041: Sport/Recreation Equipment: Any owns  
 Sports Participation  
 MSPTPLY001: Sports - How Often Engaged In: Aerobics did last year  
 MSPTPLY002: Sports - How Often Engaged In: Archery did last year  
 MSPTPLY003: Sports - How Often Engaged In: Auto racing did last year  
 MSPTPLY004: Sports - How Often Engaged In: Backpacking did last year  
 MSPTPLY005: Sports - How Often Engaged In: Baseball did last year  
 MSPTPLY006: Sports - How Often Engaged In: Basketball did last year  
 MSPTPLY007: Sports - How Often Engaged In: Bicycling - Mountain did last year  
 MSPTPLY008: Sports - How Often Engaged In: Bicycling - Road did last year  
 MSPTPLY009: Sports - How Often Engaged In: Boating (power) did last year  
 MSPTPLY010: Sports - How Often Engaged In: Bowling did last year  
 MSPTPLY011: Sports - How Often Engaged In: Canoeing/kayaking did last year  
 MSPTPLY012: Sports - How Often Engaged In: Fishing - fresh water did last year  
 MSPTPLY013: Sports - How Often Engaged In: Fishing - salt water did last year  
 MSPTPLY014: Sports - How Often Engaged In: Football did last year  
 MSPTPLY015: Sports - How Often Engaged In: Frisbee did last year  
 MSPTPLY016: Sports - How Often Engaged In: Golf did last year  
 MSPTPLY017: Sports - How Often Engaged In: Hiking did last year  
 MSPTPLY018: Sports - How Often Engaged In: Hockey did last year  
 MSPTPLY019: Sports - How Often Engaged In: Horseback riding did last year  
 MSPTPLY020: Sports - How Often Engaged In: Hunting with bow & arrow did last year  
 MSPTPLY021: Sports - How Often Engaged In: Hunting with handgun did last year  
 MSPTPLY022: Sports - How Often Engaged In: Hunting with rifle did last year  
 MSPTPLY023: Sports - How Often Engaged In: Hunting with shotgun did last year  
 MSPTPLY024: Sports - How Often Engaged In: Ice skating did last year  
 MSPTPLY025: Sports - How Often Engaged In: Jet skiing did last year  
 MSPTPLY026: Sports - How Often Engaged In: Jogging/running did last year  
 MSPTPLY027: Sports - How Often Engaged In: Karate did last year  
 MSPTPLY028: Sports - How Often Engaged In: Kick boxing did last year  
 MSPTPLY029: Sports - How Often Engaged In: Marathon/Triathlon (training and events) did last year  
 MSPTPLY030: Sports - How Often Engaged In: Martial Arts did last year  
 MSPTPLY031: Sports - How Often Engaged In: Motocross did last year  
 MSPTPLY032: Sports - How Often Engaged In: Motorcycling did last year  
 MSPTPLY068: Sports - How Often Engaged In: Paintball did last year  
 MSPTPLY033: Sports - How Often Engaged In: Pilates did last year  
 MSPTPLY034: Sports - How Often Engaged In: Ping Pong/Table Tennis did last year  
 MSPTPLY035: Sports - How Often Engaged In: Racquetball did last year  
 MSPTPLY036: Sports - How Often Engaged In: Rock climbing did last year  
 MSPTPLY037: Sports - How Often Engaged In: Roller blading/in-line skating did last year  
 MSPTPLY038: Sports - How Often Engaged In: Roller skating did last year  
 MSPTPLY039: Sports - How Often Engaged In: Rowing: stationary/outdoor did last year  
 MSPTPLY040: Sports - How Often Engaged In: Sailing did last year  
 MSPTPLY041: Sports - How Often Engaged In: Scuba diving did last year  
 MSPTPLY042: Sports - How Often Engaged In: Skateboarding did last year  
 MSPTPLY043: Sports - How Often Engaged In: Skiing - Cross country did last year  
 MSPTPLY044: Sports - How Often Engaged In: Skiing - Downhill did last year  
 MSPTPLY045: Sports - How Often Engaged In: Snorkeling/skin diving did last year  
 MSPTPLY046: Sports - How Often Engaged In: Snowboarding did last year  
 MSPTPLY047: Sports - How Often Engaged In: Snowmobiling did last year  
 MSPTPLY048: Sports - How Often Engaged In: Soccer did last year  
 MSPTPLY049: Sports - How Often Engaged In: Softball did last year  
 MSPTPLY050: Sports - How Often Engaged In: Spinning did last year  
 MSPTPLY051: Sports - How Often Engaged In: Surfing/windsurfing did last year  
 MSPTPLY052: Sports - How Often Engaged In: Swimming did last year  
 MSPTPLY053: Sports - How Often Engaged In: Target shooting did last year  
 MSPTPLY054: Sports - How Often Engaged In: Tennis did last year  
 MSPTPLY055: Sports - How Often Engaged In: Volleyball did last year  
 MSPTPLY056: Sports - How Often Engaged In: Wakeboarding did last year  
 MSPTPLY057: Sports - How Often Engaged In: Walking for exercise did last year

MSPTPLY058: Sports - How Often Engaged In: Water skiing did last year  
 MSPTPLY059: Sports - How Often Engaged In: Weight lifting did last year  
 MSPTPLY060: Sports - How Often Engaged In: Whitewater rafting did last year  
 MSPTPLY061: Sports - How Often Engaged In: Yoga did last year  
 MSPTPLY062: Sports - How Often Engaged In: Zumba did last year  
 MSPTPLY063: Sports - How Often Engaged In: Other did last year  
 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+  
 MSPTPLY064: Sports Clothing - Total Spent: Any Under \$100  
 MSPTPLY065: Sports Clothing - Total Spent: Any \$100 - \$149  
 MSPTPLY066: Sports Clothing - Total Spent: Any \$150+  
 MSPTPLY119: Sports Clothing - Total Spent: Any \$300+  
 MSPTPLY067: Sports Clothing - Total Spent: Any \$100+  
 Sports Events Attendance  
 MSPTTEV001: Sports Events - Attend: Alpine skiing & ski jumping last year  
 MSPTTEV002: Sports Events - Attend: Auto racing - NASCAR last year  
 MSPTTEV003: Sports Events - Attend: Auto racing - Other last year  
 MSPTTEV004: Sports Events - Attend: Baseball - College last year  
 MSPTTEV005: Sports Events - Attend: Baseball - MLB Regular Season last year  
 MSPTTEV006: Sports Events - Attend: Baseball - MLB Playoffs/World Series last year  
 MSPTTEV007: Sports Events - Attend: Basketball - College last year  
 MSPTTEV008: Sports Events - Attend: Basketball - NBA Regular Season last year  
 MSPTTEV009: Sports Events - Attend: Basketball - NBA Playoffs/Finals last year  
 MSPTTEV010: Sports Events - Attend: Basketball - NCAA Basketball Tournament last year  
 MSPTTEV011: Sports Events - Attend: Basketball - WNBA last year  
 MSPTTEV012: Sports Events - Attend: Bicycle racing last year  
 MSPTTEV013: Sports Events - Attend: Bowling last year  
 MSPTTEV014: Sports Events - Attend: Boxing last year  
 MSPTTEV015: Sports Events - Attend: Equestrian events last year  
 MSPTTEV016: Sports Events - Attend: Extreme Sports - Summer last year  
 MSPTTEV017: Sports Events - Attend: Extreme Sports - Winter last year  
 MSPTTEV018: Sports Events - Attend: Figure skating last year  
 MSPTTEV019: Sports Events - Attend: Fishing last year  
 MSPTTEV020: Sports Events - Attend: Football - College last year  
 MSPTTEV021: Sports Events - Attend: Football - NFL Monday Thursday or Sunday Night Games last year  
 MSPTTEV022: Sports Events - Attend: Football - NFL Weekend Games last year  
 MSPTTEV023: Sports Events - Attend: Football - NFL Playoffs/Super Bowl last year  
 MSPTTEV024: Sports Events - Attend: Golf - PGA last year  
 MSPTTEV025: Sports Events - Attend: Golf - LPGA last year  
 MSPTTEV026: Sports Events - Attend: Golf - Other last year  
 MSPTTEV027: Sports Events - Attend: Greyhound Racing last year  
 MSPTTEV028: Sports Events - Attend: Gymnastics last year  
 MSPTTEV029: Sports Events - Attend: High School Sports last year  
 MSPTTEV030: Sports Events - Attend: Horse racing (at track or OTB) last year  
 MSPTTEV031: Sports Events - Attend: Ice Hockey - NHL Regular Season last year  
 MSPTTEV032: Sports Events - Attend: Ice Hockey - NHL Playoffs and Stanley Cup Finals last year  
 MSPTTEV033: Sports Events - Attend: Lacrosse - MLL last year  
 MSPTTEV034: Sports Events - Attend: Marathon/Road Running Triathlon last year  
 MSPTTEV035: Sports Events - Attend: Mixed Martial Arts (MMA) last year  
 MSPTTEV036: Sports Events - Attend: Motorcycle racing last year  
 MSPTTEV037: Sports Events - Attend: Olympics - Summer last year

MSPTEV038: Sports Events - Attend: Olympics - Winter last year  
 MSPTEV039: Sports Events - Attend: Poker Tournament last year  
 MSPTEV040: Sports Events - Attend: Pro Bull Riding last year  
 MSPTEV041: Sports Events - Attend: Rodeo last year  
 MSPTEV042: Sports Events - Attend: Soccer - MLS last year  
 MSPTEV043: Sports Events - Attend: Soccer - World Cup last year  
 MSPTEV107: Sports Events - Attend: Soccer - US Men's National Team last year  
 MSPTEV108: Sports Events - Attend: Soccer - US Women's National Team last year  
 MSPTEV109: Sports Events - Attend: Soccer - International last year  
 MSPTEV044: Sports Events - Attend: Tennis - Men's last year  
 MSPTEV045: Sports Events - Attend: Tennis - WoMens last year  
 MSPTEV046: Sports Events - Attend: Track & field last year  
 MSPTEV047: Sports Events - Attend: Truck and tractor pull/Mud racing last year  
 MSPTEV048: Sports Events - Attend: Volleyball - Pro Beach last year  
 MSPTEV049: Sports Events - Attend: Weightlifting last year  
 MSPTEV050: Sports Events - Attend: Wrestling - WWE last year  
 MSPTEV051: Sports Events - Attend: Wrestling - Other Professional last year  
 MSPTEV052: Sports Events - Watch On Tv: Alpine skiing & ski jumping last year  
 MSPTEV110: Sports Events - Watch on TV: Soccer - US Men's National Team last year  
 MSPTEV111: Sports Events - Watch on TV: Soccer - US Women's National Team last year  
 MSPTEV112: Sports Events - Watch on TV: Soccer - International last year  
 Sports on Television  
 MSPTEV053: Sports Events - Watch On Tv: Auto racing - NASCAR last year  
 MSPTEV054: Sports Events - Watch On Tv: Auto racing - Other last year  
 MSPTEV055: Sports Events - Watch On Tv: Baseball - College last year  
 MSPTEV056: Sports Events - Watch On Tv: Baseball - MLB Regular Season last year  
 MSPTEV057: Sports Events - Watch On Tv: Baseball - MLB Playoffs/World Series last year  
 MSPTEV058: Sports Events - Watch On Tv: Basketball - College last year  
 MSPTEV059: Sports Events - Watch On Tv: Basketball - NBA Regular Season last year  
 MSPTEV060: Sports Events - Watch On Tv: Basketball - NBA Playoffs/Finals last year  
 MSPTEV061: Sports Events - Watch On Tv: Basketball - NCAA Basketball Tournament last year  
 MSPTEV062: Sports Events - Watch On Tv: Basketball - WNBA last year  
 MSPTEV063: Sports Events - Watch On Tv: Bicycle racing last year  
 MSPTEV064: Sports Events - Watch On Tv: Bowling last year  
 MSPTEV065: Sports Events - Watch On Tv: Boxing last year  
 MSPTEV066: Sports Events - Watch On Tv: Equestrian events last year  
 MSPTEV067: Sports Events - Watch On Tv: Extreme Sports - Summer last year  
 MSPTEV068: Sports Events - Watch On Tv: Extreme Sports - Winter last year  
 MSPTEV069: Sports Events - Watch On Tv: Figure skating last year  
 MSPTEV070: Sports Events - Watch On Tv: Fishing last year  
 MSPTEV071: Sports Events - Watch On Tv: Football - College last year  
 MSPTEV072: Sports Events - Watch On Tv: Football - NFL Mon/Thurs/Sun Night Games last year  
 MSPTEV073: Sports Events - Watch On Tv: Football - NFL Weekend Games last year  
 MSPTEV074: Sports Events - Watch On Tv: Football - NFL Playoffs/Super Bowl last year  
 MSPTEV075: Sports Events - Watch On Tv: Golf - PGA last year  
 MSPTEV076: Sports Events - Watch On Tv: Golf - LPGA last year  
 MSPTEV077: Sports Events - Watch On Tv: Golf - Other last year  
 MSPTEV079: Sports Events - Watch On Tv: Gymnastics last year  
 MSPTEV080: Sports Events - Watch On Tv: High School Sports last year  
 MSPTEV081: Sports Events - Watch On Tv: Horse racing (at track or OTB) last year  
 MSPTEV082: Sports Events - Watch On Tv: Ice Hockey - NHL Regular Season last year  
 MSPTEV083: Sports Events - Watch On Tv: Ice Hockey - NHL Playoffs and Stanley Cup Finals last year  
 MSPTEV084: Sports Events - Watch On Tv: Lacrosse - MLL last year  
 MSPTEV085: Sports Events - Watch On Tv: Marathon/Road Running Triathlon last year

MSPTEV086: Sports Events - Watch On Tv: Mixed Martial Arts (MMA) last year  
 MSPTEV087: Sports Events - Watch On Tv: Motorcycle racing last year  
 MSPTEV088: Sports Events - Watch On Tv: Olympics - Summer last year  
 MSPTEV089: Sports Events - Watch On Tv: Olympics - Winter last year  
 MSPTEV090: Sports Events - Watch On Tv: Poker Tournament last year  
 MSPTEV091: Sports Events - Watch On Tv: Pro Bull Riding last year  
 MSPTEV092: Sports Events - Watch On Tv: Rodeo last year  
 MSPTEV093: Sports Events - Watch On Tv: Soccer - MLS last year  
 MSPTEV094: Sports Events - Watch On Tv: Soccer - World Cup last year  
 MSPTEV095: Sports Events - Watch On Tv: Tennis - Men's last year  
 MSPTEV096: Sports Events - Watch On Tv: Tennis - Women's last year  
 MSPTEV097: Sports Events - Watch On Tv: Track & field last year  
 MSPTEV098: Sports Events - Watch On Tv: Truck and tractor pull/Mud racing last year  
 MSPTEV099: Sports Events - Watch On Tv: Volleyball - Pro Beach last year  
 MSPTEV101: Sports Events - Watch On Tv: Wrestling - WWE last year  
 MSPTEV102: Sports Events - Watch On Tv: Wrestling - Other Professional last year

## 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

## 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/Satellite Networks : A&E: The First 48 Watched last month  
 MCABTV237: Cable/Satellite Networks : A&E: 60 Days Watched Last Month  
 MCABTV238: Cable/Satellite Networks : Adult Swim: Bobs Burgers Watched last month  
 MCABTV008: Cable/Satellite Networks : Adult Swim: Family Guy Watched last month  
 MCABTV009: Cable/Satellite Networks : Adult Swim: Mike Tyson Mysteries Watched last month  
 MCABTV010: Cable/Satellite Networks : Adult Swim: Rick & Morty Watched last month  
 MCABTV011: Cable/Satellite Networks : Adult Swim: Robot Chicken Watched last month  
 MCABTV239: Cable/Satellite Networks : AMC: Better Call Saul Watched last month  
 MCABTV240: Cable/Satellite Networks : AMC: Fear the Walking Dead Watched last month  
 MCABTV241: Cable/Satellite Networks : AMC: Into the Badlands Watched last month  
 MCABTV242: Cable/Satellite Networks : AMC: Preacher Watched last month  
 MCABTV012: Cable/Satellite Networks : AMC: Walking Dead Watched last month  
 MCABTV243: Cable/Satellite Networks : Animal Planet: Treehouse Master Watched Last Month  
 MCABTV244: Cable/Satellite Networks : Bravo: Million Dollar Listing NY Watched Last Month  
 MCABTV245: Cable/Satellite Networks : Bravo: Odd Mom Out Watched Last Month  
 MCABTV246: Cable/Satellite Networks : Bravo: The Real Housewives of New York City Watched Last Month  
 MCABTV247: Cable/Satellite Networks : Bravo: The Real Housewives of Orange County Watched Last Month  
 MCABTV018: Cable/Satellite Networks : Bravo: Watch What Happens Live Watched Last Month  
 MCABTV248: Cable/Satellite Networks : Cartoon Network: Gumball Watched Last Month  
 MCABTV249: Cable/Satellite Networks : Cartoon Network: Teen Titans Go! Watched Last Month  
 MCABTV019: Cable/Satellite Networks : CNBC: Fast Money Watched last month  
 MCABTV250: Cable/Satellite Networks : CNBC: Mad Money Watched last month

MCABTV020: Cable/Satellite Networks : CNBC: The Profit Watched last month  
 MCABTV021: Cable/Satellite Networks : CNBC: Shark Tank Watched last month  
 MCABTV022: Cable/Satellite Networks : CNBC: Squawk Box Watched last month  
 MCABTV023: Cable/Satellite Networks : CNN: Anderson Cooper 360 Watched last month  
 MCABTV024: Cable/Satellite Networks : CNN: Anthony Bourdain Watched last month  
 MCABTV251: Cable/Satellite Networks : CNN: CNN Tonight with Don Lemon Watched last month  
 MCABTV252: Cable/Satellite Networks : CNN: Erin Burnett OutFront Watched last month  
 MCABTV025: Cable/Satellite Networks : CNN: New Day Watched last month  
 MCABTV026: Cable/Satellite Networks : Comedy Central: Broad City Watched last month  
 MCABTV027: Cable/Satellite Networks : Comedy Central: The Daily Show Watched last month  
 MCABTV029: Cable/Satellite Networks : Discovery Channel: Alaskan Bush People Watched last month  
 MCABTV030: Cable/Satellite Networks : Discovery Channel: Deadliest Catch Watched last month  
 MCABTV031: Cable/Satellite Networks : Discovery Channel: Fast N Loud Watched last month  
 MCABTV032: Cable/Satellite Networks : Discovery Channel: Naked & Afraid Watched last month  
 MCABTV033: Cable/Satellite Networks : Discovery Channel: Street Outlaws Watched last month  
 MCABTV034: Cable/Satellite Networks : E! : E! News Watched last month  
 MCABTV036: Cable/Satellite Networks : E! : Keeping up with the Kardashians Watched last month  
 MCABTV253: Cable/Satellite Networks : E! : Total Divas Watched last month  
 MCABTV038: Cable/Satellite Networks : ESPN: Around The Horn Watched last month  
 MCABTV042: Cable/Satellite Networks : ESPN2: First Take Watched last month  
 MCABTV041: Cable/Satellite Networks : ESPN: PTI (Pardon The Interruption) Watched last month  
 MCABTV254: Cable/Satellite Networks : ESPN: SportsCenter Watched last month  
 MCABTV255: Cable/Satellite Networks : ESPN: NBA: The Jump Watched last month  
 MCABTV040: Cable/Satellite Networks : ESPN: NFL Live Watched last month  
 MCABTV045: Cable/Satellite Networks : ESPN2: SportsNation Watched last month  
 MCABTV256: Cable/Satellite Networks : Food Network: Beat Bobby Flay Watched last month  
 MCABTV046: Cable/Satellite Networks : Food Network: Chopped Watched last month  
 MCABTV257: Cable/Satellite Networks : Food Network: Cooks vs. Cons last month  
 MCABTV048: Cable/Satellite Networks : Food Network: Diners Drive-ins and Dives Watched last month  
 MCABTV049: Cable/Satellite Networks : Food Network: Guys Grocery Games Watched last month  
 MCABTV051: Cable/Satellite Networks : Fox News Channel: The Five Watched last month  
 MCABTV052: Cable/Satellite Networks : Fox News Channel: Fox and Friends Watched last month  
 MCABTV053: Cable/Satellite Networks : Fox News Channel: Hannity Watched last month  
 MCABTV258: Cable/Satellite Networks : Fox News Channel: Tucker Carlson Tonight Watched last month  
 MCABTV058: Cable/Satellite Networks : FX: American Horror Story Watched last month  
 MCABTV259: Cable/Satellite Networks : Hallmark Channel : Chesapeake Shores Watched last month  
 MCABTV260: Cable/Satellite Networks : Hallmark Channel : Good Witch Watched last month  
 MCABTV261: Cable/Satellite Networks : Hallmark Channel : Home & Family Watched last month  
 MCABTV262: Cable/Satellite Networks : Hallmark Channel : When Calls The Heart Watched last month  
 MCABTV263: Cable/Satellite Networks : History Channel: Alone Watched last month  
 MCABTV061: Cable/Satellite Networks : History Channel: American Pickers Watched last month  
 MCABTV264: Cable/Satellite Networks : History Channel: Forged in Fire Watched last month  
 MCABTV063: Cable/Satellite Networks : History Channel: Swamp People Watched last month  
 MCABTV066: Cable/Satellite Networks : HGTV : House Hunters Watched last month  
 MCABTV068: Cable/Satellite Networks : HGTV : Property Brothers Watched last month  
 MCABTV265: Cable/Satellite Networks : HLN: How It Really Happened Watched last month  
 MCABTV266: Cable/Satellite Networks : HLN: MichaelLA with Michaela Pereira Watched last month  
 MCABTV069: Cable/Satellite Networks : HLN: Morning Express w/Robin Meade Watched last month  
 MCABTV267: Cable/Satellite Networks : HLN: On the Story with Erica Hill Watched last month  
 MCABTV268: Cable/Satellite Networks : HLN: Primetime Justice w Ashleigh Banfield Watched last month  
 MCABTV269: Cable/Satellite Networks : Investigation Discovery: Deadline Crime Watched Last Month  
 MCABTV270: Cable/Satellite Networks : Investigation Discovery: Disappeared Watched Last Month  
 MCABTV271: Cable/Satellite Networks : Investigation Discovery: Homicide Hunter Watched Last Month  
 MCABTV272: Cable/Satellite Networks : Investigation Discovery: On the Case Watched Last Month  
 MCABTV273: Cable/Satellite Networks : Investigation Discovery: See No Evil Watched Last Month  
 MCABTV070: Cable/Satellite Networks : ION: Blue Bloods Watched last month  
 MCABTV071: Cable/Satellite Networks : ION: Criminal Minds Watched last month  
 MCABTV274: Cable/Satellite Networks : ION: Law & Order: Special Victims Unit Watched Last Month  
 MCABTV072: Cable/Satellite Networks : Lifetime: Bring It Watched last month  
 MCABTV073: Cable/Satellite Networks : Lifetime: Dance Moms Watched last month  
 MCABTV275: Cable/Satellite Networks : MTV (Music Television): Are You the One? Watched Last Month  
 MCABTV276: Cable/Satellite Networks : MTV (Music Television): Catfish Watched Last Month  
 MCABTV078: Cable/Satellite Networks : MTV (Music Television): The Challenge Watched last month  
 MCABTV080: Cable/Satellite Networks : MTV (Music Television): Teen Mom Watched last month  
 MCABTV277: Cable/Satellite Networks : National Geographic Channel: Wicked Tuna Watched Last Month  
 MCABTV278: Cable/Satellite Networks : Netflix: Fuller House Watched Last Month  
 MCABTV279: Cable/Satellite Networks : Netflix: House of Cards Watched Last Month  
 MCABTV280: Cable/Satellite Networks : Netflix: Orange Is the New Black Watched Last Month  
 MCABTV281: Cable/Satellite Networks : Nickelodeon: Blaze Watched Last Month  
 MCABTV282: Cable/Satellite Networks : Nickelodeon: Henry Danger Watched Last Month  
 MCABTV082: Cable/Satellite Networks : Nickelodeon: Paw Patrol Watched last month  
 MCABTV083: Cable/Satellite Networks : Nickelodeon: SpongeBob SquarePants Watched last month  
 MCABTV089: Cable/Satellite Networks : Syfy: Z Nation Watched last month  
 MCABTV090: Cable/Satellite Networks : TLC: Long Island Medium Watched last month  
 MCABTV091: Cable/Satellite Networks : truTV: The Carbonaro Effect Watched last month  
 MCABTV092: Cable/Satellite Networks : truTV: Impractical Jokers Watched last month



MCABTV093: Cable/Satellite Networks : USA Network: Chrisley Knows Best Watched last month  
 MCABTV095: Cable/Satellite Networks : USA Network: WWE Raw Watched last month  
 MCABTV096: Cable/Satellite Networks : The Weather Channel: AMHQ Watched last month  
 MCABTV309: Cable Services: Universal Kids [measured as Sprout in Wave 77] Any watching  
 MCABTV310: Cable Services: Univision Deportes Network (UDN) Any watching  
 MCABTV311: Cable Services: Viceland Any watching  
 MCABTV312: Pay-Per-View TV - Other Viewed In Last 12 Months: Any  
 MCABTV313: Premium Services: Cinemax Any watching in last month  
 MCABTV314: Premium Services: EPIX Any watching in last month  
 MCABTV315: Premium Services: HBO Any watching in last month  
 MCABTV316: Premium Services: The Movie Channel Any watching in last month  
 MCABTV317: Premium Services: Showtime Any watching in last month  
 MCABTV318: Premium Services: Starz! Any watching in last month  
 MCABTV319: Premium Services: Starz Encore Any watching in last month  
 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  
 MCABTV233: Video-On-Demand And Pay-Per-View Viewing - Watched Any Pay-Per-View  
 MCABTV234: Video-On-Demand And Pay-Per-View Viewing - Watched Any Video-On-Demand  
 Cable Services (Channels)  
 MCABTV283: Cable/Satellite Networks : Paramount: Bar Rescue Watched Last Month  
 MCABTV284: Cable/Satellite Networks : Paramount: Ink Master Watched Last Month  
 MCABTV285: Cable/Satellite Networks : Paramount: Lip Sync Battle Watched Last Month  
 MCABTV286: Cable/Satellite Networks : Prime Video: Bosch Watched Last Month  
 MCABTV287: Cable/Satellite Networks : TLC: Little People Big World Watched Last Month  
 MCABTV288: Cable/Satellite Networks : TLC: My Big Fat Fabulous Life Watched Last Month  
 MCABTV289: Cable/Satellite Networks : TLC: 90 Day Fiance Watched Last Month  
 MCABTV290: Cable/Satellite Networks : TLC: Sister Wives Watched Last Month  
 MCABTV291: Cable/Satellite Networks : TNT: Animal Kingdom Watched Last Month  
 MCABTV292: Cable/Satellite Networks : truTV: Adam Ruins Everything Watched Last Month  
 MCABTV293: Cable/Satellite Networks : truTV: Hack My Life Watched Last Month  
 MCABTV294: Cable/Satellite Networks : USA Network: WWE SmackDown Watched Last Month  
 MCABTV295: Cable/Satellite Networks : The Weather Channel: Weather Center Live Watched Last Month  
 MCABTV296: Cable/Satellite Networks : The Weather Channel: Weather Gone Viral Watched Last Month  
 MCABTV297: Cable/Satellite Networks : The Weather Channel: Weekend Recharge Watched Last Month  
 MCABTV097: Cable Services: Adult Swim Any watching  
 MCABTV098: Cable Services: A&E Any watching  
 MCABTV099: Cable Services: AMC Any watching  
 MCABTV100: Cable Services: American Heroes Channel Any watching  
 MCABTV101: Cable Services: Animal Planet Any watching  
 MCABTV298: Cable Services: ASPIRE Any watching  
 MCABTV299: Cable Services: Azteca Any watching  
 MCABTV300: Cable Services: BabyFirst Any watching  
 MCABTV102: Cable Services: BBC America Any watching  
 MCABTV103: Cable Services: BBC World News Any watching  
 MCABTV104: Cable Services: BET (Black Entertainment TV) Any watching  
 MCABTV301: Cable Services: BET Her [measured as Centric in Wave 77] Any watching  
 MCABTV105: Cable Services: Bloomberg Television Any watching  
 MCABTV106: Cable Services: Bounce TV Any watching

MCABTV107: Cable Services: Bravo Any watching  
 MCABTV108: Cable Services: Cartoon Network Any watching  
 MCABTV109: Cable Services: CBS Sports Network Any watching  
 MCABTV112: Cable Services: CMT (Country Music Television) Any watching  
 MCABTV113: Cable Services: CNBC Any watching  
 MCABTV114: Cable Services: CNN Any watching  
 MCABTV115: Cable Services: Comedy Central Any watching  
 MCABTV116: Cable Services: Cooking Channel Any watching  
 MCABTV302: Cable Services: COZI TV Any watching  
 MCABTV117: Cable Services: Destination America Any watching  
 MCABTV118: Cable Services: Discovery Channel Any watching  
 MCABTV119: Cable Services: Discovery Family Any watching  
 MCABTV120: Cable Services: Discovery Life Channel Any watching  
 MCABTV121: Cable Services: Disney Channel Any watching  
 MCABTV122: Cable Services: Disney Junior Any watching  
 MCABTV123: Cable Services: Disney XD Any watching  
 MCABTV124: Cable Services: DIY Network Any watching  
 MCABTV125: Cable Services: E! (Entertainment Television) Any watching  
 MCABTV126: Cable Services: ESPN Any watching  
 MCABTV127: Cable Services: ESPN2 Any watching  
 MCABTV128: Cable Services: ESPNU Any watching  
 MCABTV130: Cable Services: ESPNews Any watching  
 MCABTV303: Cable Services: Estrella TV Any watching  
 MCABTV132: Cable Services: Flix Any watching  
 MCABTV133: Cable Services: Food Network Any watching  
 MCABTV134: Cable Services: Fox Business Network Any watching  
 MCABTV135: Cable Services: Fox News Channel Any watching  
 MCABTV136: Cable Services: Fox Sports 1 Any watching  
 MCABTV137: Cable Services: Fox Sports 2 Any watching  
 MCABTV138: Cable Services: Freeform [measured as ABC Family in Waves 73 - 74] Any watching  
 MCABTV139: Cable Services: Fuse Any watching  
 MCABTV140: Cable Services: FX Any watching  
 MCABTV141: Cable Services: FXM (FX Movie Channel) Any watching  
 MCABTV142: Cable Services: FXX Any watching  
 MCABTV143: Cable Services: FYI Any watching  
 MCABTV144: Cable Services: GAC (Great American Country) Any watching  
 MCABTV145: Cable Services: Galavision Any watching  
 MCABTV146: Cable Services: Golf Channel Any watching  
 MCABTV147: Cable Services: GSN (Game Show Network) Any watching  
 MCABTV148: Cable Services: Hallmark Channel Any watching  
 MCABTV149: Cable Services: Hallmark Movies & Mysteries Any watching  
 MCABTV150: Cable Services: History Channel Any watching  
 MCABTV151: Cable Services: HLN Any watching  
 MCABTV152: Cable Services: HGTV (Home & Garden Television) Any watching  
 MCABTV153: Cable Services: HSN (Home Shopping Network) Any watching  
 MCABTV154: Cable Services: IFC TV Any watching  
 MCABTV155: Cable Services: INSP (The Inspiration Network) Any watching  
 MCABTV156: Cable Services: Investigation Discovery Any watching  
 MCABTV157: Cable Services: ION Any watching  
 MCABTV158: Cable Services: Lifetime Any watching  
 MCABTV159: Cable Services: LMN (Lifetime Movie Network) Any watching  
 MCABTV160: Cable Services: Logo Any watching  
 MCABTV161: Cable Services: MAVTV Any watching  
 MCABTV162: Cable Services: MeTV Any watching  
 MCABTV163: Cable Services: MLB Network Any watching  
 MCABTV304: Cable Services: Motor Trend Network Any Watching  
 MCABTV164: Cable Services: MSNBC [measured as MSNBC News in Waves 73 - 76] Any watching  
 MCABTV165: Cable Services: MTV (Music Television) Any watching  
 MCABTV166: Cable Services: MTV Classic [measured as Vh1 Classic in Waves 73 - 76] Any watching  
 MCABTV167: Cable Services: MTV Live [measured as Palladia HD in Waves 73 - 75] Any watching  
 MCABTV168: Cable Services: MTV2 Any watching  
 MCABTV169: Cable Services: Music Choice Any watching  
 MCABTV170: Cable Services: Nat Geo Wild Any watching  
 MCABTV171: Cable Services: National Geographic Channel Any watching  
 MCABTV172: Cable Services: NBA TV Any watching

MCABTV173: Cable Services: NBC Sports Network Any watching  
 MCABTV174: Cable Services: NFL Network Any watching  
 MCABTV305: Cable Services: NHL Network Any watching  
 MCABTV175: Cable Services: Nick at Nite Any watching  
 MCABTV176: Cable Services: Nick Jr. Any watching  
 MCABTV177: Cable Services: Nickelodeon Any watching  
 MCABTV178: Cable Services: Outdoor Channel Any watching  
 MCABTV179: Cable Services: Ovation Any watching  
 MCABTV180: Cable Services: OWN (Oprah Winfrey Network) Any watching  
 MCABTV181: Cable Services: Oxygen Any watching  
 MCABTV182: Cable Services: POP Any watching  
 MCABTV183: Cable Services: QVC Any watching  
 MCABTV184: Cable Services: Reelz Channel Any watching  
 MCABTV185: Cable Services: RFD-TV (Rural Free Delivery TV) Any watching  
 MCABTV186: Cable Services: SCI Any watching  
 MCABTV187: Cable Services: Smithsonian Channel Any watching  
 MCABTV189: Cable Services: Sportsman Channel Any watching  
 MCABTV190: Cable Services: SundanceTV Any watching  
 MCABTV191: Cable Services: Syfy Any watching  
 MCABTV192: Cable Services: TBS Any watching  
 MCABTV193: Cable Services: TeenNick Any watching  
 MCABTV194: Cable Services: Tennis Channel Any watching  
 MCABTV195: Cable Services: TLC Any watching  
 MCABTV196: Cable Services: Travel Channel Any watching  
 MCABTV197: Cable Services: truTV Any watching  
 MCABTV198: Cable Services: TNT Any watching  
 MCABTV199: Cable Services: TCM (Turner Classic Movies) Any watching  
 MCABTV200: Cable Services: TV Land Any watching  
 MCABTV201: Cable Services: TV One Any watching  
 MCABTV202: Cable Services: UP TV Any watching  
 MCABTV203: Cable Services: USA Network Any watching  
 MCABTV205: Cable Services: Vh1 Any watching  
 MCABTV206: Cable Services: The Weather Channel Any watching  
 MCABTV207: Cable Services: WE tv Any watching  
 MCABTV208: Cable Services: WGN America Any watching  
 Digital Video Recorders (DVR)  
 MCABTV306: Cable Services: Paramount Network Any watching  
 MCABTV209: Digital Video Recorder (DVR) - Household Have: Yes  
 Pay Per View  
 MCABTV307: Cable Services: PBS KIDS Any watching  
 MCABTV210: Pay-Per-View TV - Movies Viewed (last year)  
 MCABTV211: Pay-Per-View TV - Sports Events Viewed (last year)  
 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  
 MCABTV308: Cable Services: TV Land Classic Any watching  
 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  
 Internet  
 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  
 MINET005: How Respondent Connects To The Internet From Home: Satellite Service

MINET006: How Respondent Connects To The Internet From Home: Any Broadband/High speed Connection  
 Instant Messagers  
 MINET008: Chat Instant Messenger or video chat services used last month: Facebook Messenger  
 MINET224: Chat Instant Messenger or video chat services used last month: FaceTime  
 MINET009: Chat Instant Messenger or video chat services used last month: Google Hangouts  
 MINET010: Chat Instant Messenger or video chat services used last month: Skype  
 MINET225: Chat Instant Messenger or video chat services used last month: Snapchat  
 Internet Usage  
 MINET226: Chat Instant Messenger or video chat services used last month: WeChat  
 MINET227: Chat Instant Messenger or video chat services used last month: 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 Information to help make 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 information  
 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 information for new or used car purchase  
 MINET028: Internet - Activities Done: Obtained information about real estate  
 MINET029: Internet - Activities Done: Obtained medical information  
 MINET030: Internet - Activities Done: Obtained childcare or parenting information  
 MINET031: Internet - Activities Done: Obtained information 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/review on a blog online forum message  
 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 (Excluding 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: Cellophone 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: ½ hr. - less than 1 hour  
 MINET066: Internet - Total Time Spent Using Last Saturday: Less than ¼ 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: ½ hr. - less than 1 hour  
 MINET072: Internet - Total Time Spent Using Last Sunday: Less than ¼ 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: ½ hr. - less than 1 hour  
 MINET078: Internet - Total Time Spent Using Yesterday: Less than ¼ 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  
 MINET085: Internet Service Providers - Household: CenturyLink  
 MINET086: Internet Service Providers - Household: Comcast/Xfinity  
 MINET087: Internet Service Providers - Household: Cox  
 MINET230: Internet Service Providers - Household: Frontier  
 MINET089: Internet Service Providers - Household: Optimum  
 MINET090: Internet Service Providers - Household: Spectrum  
 MINET091: Internet Service Providers - Household: Verizon or Fios by Verizon  
 MINET092: Internet Service Providers - Household: Any service  
 Social Networking  
 MINET233: Music Or Audio Services - Listened To Or Used last month: Amazon Prime Music  
 MINET234: Music Or Audio Services - Listened To Or Used last month: Google Play Music  
 MINET235: Music Or Audio Services - Listened To Or Used last month: Radio.com  
 MINET236: Music Or Audio Services - Listened To Or Used last month: Shazam  
 MINET237: Music Or Audio Services - Listened To Or Used last month: SoundCloud  
 MINET238: Music Or Audio Services - Listened To Or Used last month: Tidal  
 MINET239: Internet Music: Listened to streaming AM/FM broadcast last month  
 MINET240: Internet Music: Listened to internet-only radio last month  
 MINET241: Internet Music: Visited radio station program or host website last month  
 MINET242: Internet Music: Downloaded music in last month  
 MINET243: Listened to a podcast last month  
 MINET118: Social networking photo or video-sharing services last month: Facebook  
 MINET119: Social networking photo or video-sharing services last month: Flickr  
 MINET122: Social networking photo or video-sharing services last month: Instagram  
 MINET123: Social networking photo or video-sharing services last month: LinkedIn

MINET244: Social networking photo or video-sharing services last month: Periscope  
 MINET124: Social networking photo or video-sharing services last month: Photobucket  
 MINET125: Social networking photo or video-sharing services last month: Pinterest  
 MINET126: Social networking photo or video-sharing services last month: Reddit  
 MINET127: Social networking photo or video-sharing services last month: Shutterfly  
 MINET245: Social networking photo or video-sharing services last month: Snapchat  
 MINET128: Social networking photo or video-sharing services last month: Tumblr  
 MINET129: Social networking photo or video-sharing services last month: Twitter  
 MINET130: Social networking photo or video-sharing services last month: Yelp  
 MINET131: Social networking photo or video-sharing services last month: YouTube  
 MINET132: Social networking photo or video-sharing services last month: Any Web Sites Visited Last Month  
 MINET134: Websites visited or apps used last month: AOL Mail  
 MINET135: Websites visited or apps used last month: Gmail  
 MINET136: Websites visited or apps used last month: Outlook  
 MINET137: Websites visited or apps used last month: Yahoo! Mail  
 MINET138: Websites visited or apps used last month: ABC  
 MINET140: Websites visited or apps used last month: BuzzFeed  
 MINET141: Websites visited or apps used last month: CBS  
 MINET142: Websites visited or apps used last month: disney.com  
 MINET143: Websites visited or apps used last month: Disney Channel  
 MINET144: Websites visited or apps used last month: Disney XD  
 MINET145: Websites visited or apps used last month: Fandango  
 MINET146: Websites visited or apps used last month: Fox.com/FOX NOW  
 MINET147: Websites visited or apps used last month: IMDb  
 MINET149: Websites visited or apps used last month: MSN Entertainment  
 MINET150: Websites visited or apps used last month: MTV  
 MINET151: Websites visited or apps used last month: NBC  
 MINET152: Websites visited or apps used last month: PBS  
 MINET246: Websites visited or apps used last month: Popsugar  
 MINET153: Websites visited or apps used last month: Ticketmaster  
 MINET154: Websites visited or apps used last month: Vevo  
 MINET155: Websites visited or apps used last month: Yahoo! Movies  
 MINET156: Websites visited or apps used last month: CNBC  
 MINET157: Websites visited or apps used last month: MSN Money  
 MINET158: Websites visited or apps used last month: TheStreet  
 MINET159: Websites visited or apps used last month: Yahoo! Finance  
 MINET160: Websites visited or apps used last month: Answers.com  
 MINET162: Websites visited or apps used last month: eHow  
 MINET163: Websites visited or apps used last month: WebMD  
 MINET164: Websites visited or apps used last month: Whitepages  
 MINET165: Websites visited or apps used last month: Wikipedia  
 MINET166: Websites visited or apps used last month: Yahoo! Answers  
 MINET167: Websites visited or apps used last month: YP (Yellow Pages)  
 MINET168: Websites visited or apps used last month: CareerBuilder  
 MINET169: Websites visited or apps used last month: Monster  
 MINET170: Websites visited or apps used last month: ABCNews  
 MINET171: Websites visited or apps used last month: BBC.com  
 MINET172: Websites visited or apps used last month: CBSNews  
 MINET173: Websites visited or apps used last month: CNN  
 MINET174: Websites visited or apps used last month: Fox News  
 MINET175: Websites visited or apps used last month: HuffingtonPost.com/HuffPost  
 MINET176: Websites visited or apps used last month: NBCNews  
 MINET177: Websites visited or apps used last month: nytimes.com  
 MINET247: Websites visited or apps used last month: Reuters  
 MINET178: Websites visited or apps used last month: USA Today.com  
 MINET179: Websites visited or apps used last month: wsj.com  
 MINET180: Websites visited or apps used last month: Yahoo! News  
 MINET181: Websites visited or apps used last month: Amazon  
 MINET182: Websites visited or apps used last month: Coupons  
 MINET183: Websites visited or apps used last month: eBay  
 MINET184: Websites visited or apps used last month: Groupon  
 MINET185: Websites visited or apps used last month: LivingSocial

MINET186: Websites visited or apps used last month: Overstock  
 MINET187: Websites visited or apps used last month: Univision  
 MINET188: Websites visited or apps used last month: Yahoo! en Espa ol  
 MINET189: Websites visited or apps used last month: Any Spanish Language Website/App  
 MINET190: Websites visited or apps used last month: BleacherReport.com  
 MINET191: Websites visited or apps used last month: CBSSports  
 MINET192: Websites visited or apps used last month: ESPN  
 MINET193: Websites visited or apps used last month: FOX Sports  
 MINET194: Websites visited or apps used last month: MLB.com/MLB.com At Bat  
 MINET195: Websites visited or apps used last month: NASCAR  
 MINET196: Websites visited or apps used last month: NBA  
 MINET197: Websites visited or apps used last month: NBCsports.com  
 MINET198: Websites visited or apps used last month: NFL.com or NFL/NFL Mobile  
 MINET200: Websites visited or apps used last month: WWE  
 MINET201: Websites visited or apps used last month: Yahoo! Sports  
 MINET202: Websites visited or apps used last month: CNET  
 MINET248: Websites visited or apps used last month: AirBnB  
 MINET203: Websites visited or apps used last month: Bing Maps  
 MINET204: Websites visited or apps used last month: Cheap Tickets  
 MINET205: Websites visited or apps used last month: Expedia  
 MINET206: Websites visited or apps used last month: Yahoo! Maps  
 MINET207: Websites visited or apps used last month: Hotels.com  
 MINET208: Websites visited or apps used last month: Hotwire  
 MINET209: Websites visited or apps used last month: MapQuest  
 MINET210: Websites visited or apps used last month: Orbitz  
 MINET211: Websites visited or apps used last month: Priceline  
 MINET212: Websites visited or apps used last month: Travelocity  
 MINET213: Websites visited or apps used last month: TripAdvisor  
 MINET214: Websites visited or apps used last month: Yahoo! Maps  
 MINET215: Websites visited or apps used last month: AccuWeather  
 MINET216: Websites visited or apps used last month: The Weather Channel (Weather.com)  
 MINET217: Websites visited or apps used last month: WeatherBug  
 MINET218: Websites visited or apps used last month: 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  
 Magazines  
 Magazine Groups  
 MMAGAZ011: Magazine Groups - Print Only: Bonnier Magazine Network  
 MMAGAZ012: Magazine Groups - Print Only: Bonnier Marine and Aviation Group  
 MMAGAZ015: Magazine Groups - Print Only: The Bonnier Outdoor Group  
 MMAGAZ016: Magazine Groups - Print Only: Conde Nast Package  
 MMAGAZ017: Magazine Groups - Print Only: Four Wheeler Group  
 MMAGAZ018: Magazine Groups - Print Only: Hearst Design Group  
 MMAGAZ019: Magazine Groups - Print Only: Hearst Magazine Group  
 MMAGAZ020: Magazine Groups - Print Only: Hearst Men's Group  
 MMAGAZ022: Magazine Groups - Print Only: The Outdoor Sportsman Trophy Group  
 MMAGAZ025: Magazine Groups - Print Only: Trusted Media Brands Inc. Group  
 MMAGAZ427: Magazines (Print/Digital) - Boys Life  
 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: The Bonnier Outdoor Group  
 MMAGAZ031: Magazine Groups - Print + Digital Editions Reach: Conde Nast Package  
 MMAGAZ032: Magazine Groups - Print + Digital Editions Reach: Four Wheeler Group  
 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 Men's Group  
 MMAGAZ037: Magazine Groups - Print + Digital Editions Reach: The Outdoor Sportsman Trophy Group  
 MMAGAZ040: Magazine Groups - Print + Digital Editions Reach: Trusted Media Brands Inc. Group  
 Magazine Types  
 MMAGAZ428: Magazines (Print/Digital) - The Elks Magazine  
 MMAGAZ041: Magazine Types [Print/Paper/Hard-Copy]: Airline  
 MMAGAZ042: Magazine Types [Print/Paper/Hard-Copy]: Automotive  
 MMAGAZ043: Magazine Types [Print/Paper/Hard-Copy]: Boating  
 MMAGAZ044: Magazine Types [Print/Paper/Hard-Copy]: Bridal  
 MMAGAZ045: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance  
 MMAGAZ046: Magazine Types [Print/Paper/Hard-Copy]: Epicurean  
 MMAGAZ047: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting  
 MMAGAZ048: Magazine Types [Print/Paper/Hard-Copy]: Fraternal  
 MMAGAZ049: Magazine Types [Print/Paper/Hard-Copy]: General Editorial  
 MMAGAZ050: Magazine Types [Print/Paper/Hard-Copy]: Health  
 MMAGAZ051: Magazine Types [Print/Paper/Hard-Copy]: Home Service  
 MMAGAZ052: Magazine Types [Print/Paper/Hard-Copy]: Men  
 MMAGAZ053: Magazine Types [Print/Paper/Hard-Copy]: Motorcycle  
 MMAGAZ054: Magazine Types [Print/Paper/Hard-Copy]: News and Entertainment Weeklies  
 MMAGAZ055: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed  
 MMAGAZ056: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation  
 MMAGAZ057: Magazine Types [Print/Paper/Hard-Copy]: Parenthood  
 MMAGAZ058: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology  
 MMAGAZ059: Magazine Types [Print/Paper/Hard-Copy]: Sports  
 MMAGAZ060: Magazine Types [Print/Paper/Hard-Copy]: Travel  
 MMAGAZ061: Magazine Types [Print/Paper/Hard-Copy]: Women  
 MMAGAZ062: Magazine Types [Print/Paper/Hard-Copy]: Women Fashion Magazines (Individual)  
 MMAGAZ253: Magazines (Print/Digital) - AARP The Magazine  
 MMAGAZ254: Magazines (Print/Digital) - Allrecipes Magazine  
 MMAGAZ255: Magazines (Print/Digital) - Allure  
 MMAGAZ256: Magazines (Print/Digital) - American Hunter  
 MMAGAZ257: Magazines (Print/Digital) - American Legion  
 MMAGAZ258: Magazines (Print/Digital) - American Rifleman  
 MMAGAZ259: Magazines (Print/Digital) - American Way  
 MMAGAZ260: Magazines (Print/Digital) - Architectural Digest  
 MMAGAZ261: Magazines (Print/Digital) - Arthritis Today  
 MMAGAZ262: Magazines (Print/Digital) - The Atlantic  
 MMAGAZ263: Magazines (Print/Digital) - Automobile  
 MMAGAZ264: Magazines (Print/Digital) - Autoweek  
 MMAGAZ265: Magazines (Print/Digital) - Backpacker  
 MMAGAZ267: Magazines (Print/Digital) - Bassmaster  
 MMAGAZ268: Magazines (Print/Digital) - Better Homes & Gardens  
 MMAGAZ269: Magazines (Print/Digital) - Bicycling  
 MMAGAZ270: Magazines (Print/Digital) - Birds & Blooms  
 MMAGAZ271: Magazines (Print/Digital) - Black Enterprise [measured as a monthly in Waves 73 - 76]  
 MMAGAZ272: Magazines (Print/Digital) - Bloomberg Businessweek  
 MMAGAZ273: Magazines (Print/Digital) - Boating  
 MMAGAZ274: Magazines (Print/Digital) - Bon Appetit  
 MMAGAZ275: Magazines (Print/Digital) - Bridal Guide  
 MMAGAZ276: Magazines (Print/Digital) - Brides  
 MMAGAZ277: Magazines (Print/Digital) - Car And Driver  
 MMAGAZ278: Magazines (Print/Digital) - Car Craft  
 MMAGAZ280: Magazines (Print/Digital) - Cigar Aficionado  
 MMAGAZ282: Magazines (Print/Digital) - Conde Nast Traveler  
 MMAGAZ283: Magazines (Print/Digital) - Consumer Reports  
 MMAGAZ285: Magazines (Print/Digital) - Cooking with Paula Deen  
 MMAGAZ286: Magazines (Print/Digital) - Cosmopolitan  
 MMAGAZ287: Magazines (Print/Digital) - The Costco Connection  
 MMAGAZ288: Magazines (Print/Digital) - Country  
 MMAGAZ289: Magazines (Print/Digital) - Country Living  
 MMAGAZ290: Magazines (Print/Digital) - Country Sampler

MMAGAZ292: Magazines (Print/Digital) - Delta Sky Magazine	MMAGAZ364: Magazines (Print/Digital) - Outdoor Life
MMAGAZ293: Magazines (Print/Digital) - Diabetes Forecast [measured as a monthly in Wave 73]	MMAGAZ365: Magazines (Print/Digital) - Outside
MMAGAZ294: Magazines (Print/Digital) - Diabetes Self-Management	MMAGAZ366: Magazines (Print/Digital) - Parents
MMAGAZ296: Magazines (Print/Digital) - Discover	MMAGAZ367: Magazines (Print/Digital) - People
MMAGAZ297: Magazines (Print/Digital) - Ducks Unlimited	MMAGAZ368: Magazines (Print/Digital) - People en Espanol
MMAGAZ298: Magazines (Print/Digital) - Dwell [measured as a monthly in Waves 73 - 76]	MMAGAZ370: Magazines (Print/Digital) - Popular Mechanics
MMAGAZ299: Magazines (Print/Digital) - EatingWell	MMAGAZ371: Magazines (Print/Digital) - Popular Science [measured as a monthly in Waves 73 - 74]
MMAGAZ301: Magazines (Print/Digital) - The Economist	MMAGAZ372: Magazines (Print/Digital) - Prevention
MMAGAZ302: Magazines (Print/Digital) - Elle	MMAGAZ373: Magazines (Print/Digital) - Psychology Today
MMAGAZ303: Magazines (Print/Digital) - Elle Decor	MMAGAZ374: Magazines (Print/Digital) - Rachael Ray Every Day
MMAGAZ304: Magazines (Print/Digital) - Entertainment Weekly	MMAGAZ375: Magazines (Print/Digital) - Readers Digest
MMAGAZ305: Magazines (Print/Digital) - Entrepreneur	MMAGAZ376: Magazines (Print/Digital) - Real Simple
MMAGAZ306: Magazines (Print/Digital) - ESPN The Magazine	MMAGAZ378: Magazines (Print/Digital) - Reminisce
MMAGAZ307: Magazines (Print/Digital) - Esquire	MMAGAZ379: Magazines (Print/Digital) - Road & Track
MMAGAZ308: Magazines (Print/Digital) - Essence	MMAGAZ380: Magazines (Print/Digital) - Rolling Stone
MMAGAZ309: Magazines (Print/Digital) - Family Circle	MMAGAZ381: Magazines (Print/Digital) - Runners World
MMAGAZ310: Magazines (Print/Digital) - Family Handyman [measured as a monthly in Waves 73 - 76]	MMAGAZ382: Magazines (Print/Digital) - Saltwater Sportsman
MMAGAZ312: Magazines (Print/Digital) - Field & Stream	MMAGAZ383: Magazines (Print/Digital) - Saturday Evening Post
MMAGAZ313: Magazines (Print/Digital) - First For Women	MMAGAZ384: Magazines (Print/Digital) - Scientific American
MMAGAZ315: Magazines (Print/Digital) - Food & Wine	MMAGAZ386: Magazines (Print/Digital) - Shape
MMAGAZ316: Magazines (Print/Digital) - Food Network Magazine	MMAGAZ387: Magazines (Print/Digital) - Sierra
MMAGAZ317: Magazines (Print/Digital) - Forbes	MMAGAZ388: Magazines (Print/Digital) - Ski
MMAGAZ318: Magazines (Print/Digital) - Fortune	MMAGAZ389: Magazines (Print/Digital) - Smithsonian
MMAGAZ319: Magazines (Print/Digital) - 4 Wheel & Off Road	MMAGAZ390: Magazines (Print/Digital) - Soap Opera Digest
MMAGAZ320: Magazines (Print/Digital) - Four Wheeler	MMAGAZ391: Magazines (Print/Digital) - Southern Living
MMAGAZ321: Magazines (Print/Digital) - Game & Fish/Sportsman	MMAGAZ392: Magazines (Print/Digital) - Southwest: The Magazine
MMAGAZ322: Magazines (Print/Digital) - Game Informer	MMAGAZ393: Magazines (Print/Digital) - Sports Illustrated
MMAGAZ324: Magazines (Print/Digital) - Golf Digest	MMAGAZ394: Magazines (Print/Digital) - Star
MMAGAZ325: Magazines (Print/Digital) - Golf Magazine	MMAGAZ395: Magazines (Print/Digital) - Street Rodder
MMAGAZ429: Magazines (Print/Digital) - Golfweek	MMAGAZ396: Magazines (Print/Digital) - Sunset
MMAGAZ326: Magazines (Print/Digital) - Good Housekeeping	MMAGAZ397: Magazines (Print/Digital) - Super Chevy
MMAGAZ327: Magazines (Print/Digital) - GQ (Gentlemens Quarterly)	MMAGAZ398: Magazines (Print/Digital) - Taste of Home
MMAGAZ328: Magazines (Print/Digital) - Guideposts	MMAGAZ400: Magazines (Print/Digital) - Tennis
MMAGAZ329: Magazines (Print/Digital) - Guns & Ammo	MMAGAZ401: Magazines (Print/Digital) - Texas Monthly
MMAGAZ330: Magazines (Print/Digital) - Harpers Bazaar	MMAGAZ402: Magazines (Print/Digital) - This Old House [measured as a monthly in Waves 73 - 76]
MMAGAZ331: Magazines (Print/Digital) - Health	MMAGAZ403: Magazines (Print/Digital) - Time
MMAGAZ332: Magazines (Print/Digital) - HGTV Magazine	MMAGAZ404: Magazines (Print/Digital) - Town & Country
MMAGAZ333: Magazines (Print/Digital) - Hot Rod	MMAGAZ405: Magazines (Print/Digital) - Traditional Home
MMAGAZ334: Magazines (Print/Digital) - House Beautiful	MMAGAZ406: Magazines (Print/Digital) - Travel + Leisure
MMAGAZ335: Magazines (Print/Digital) - Hunting	MMAGAZ407: Magazines (Print/Digital) - TV Guide
MMAGAZ336: Magazines (Print/Digital) - In-Fisherman	MMAGAZ408: Magazines (Print/Digital) - United Hemispheres
MMAGAZ337: Magazines (Print/Digital) - In Style	MMAGAZ409: Magazines (Print/Digital) - Us Weekly
MMAGAZ338: Magazines (Print/Digital) - In Touch	MMAGAZ410: Magazines (Print/Digital) - USA Hockey
MMAGAZ339: Magazines (Print/Digital) - Inc.	MMAGAZ412: Magazines (Print/Digital) - Vanity Fair
MMAGAZ340: Magazines (Print/Digital) - Kiplingers Personal Finance	MMAGAZ413: Magazines (Print/Digital) - Veranda
MMAGAZ342: Magazines (Print/Digital) - Life & Style Weekly	MMAGAZ414: Magazines (Print/Digital) - VFW Magazine
MMAGAZ343: Magazines (Print/Digital) - Marie Claire	MMAGAZ415: Magazines (Print/Digital) - Vogue
MMAGAZ344: Magazines (Print/Digital) - Martha Stewart Living	MMAGAZ416: Magazines (Print/Digital) - W
MMAGAZ345: Magazines (Print/Digital) - Maxim	MMAGAZ417: Magazines (Print/Digital) - WebMD Magazine
MMAGAZ346: Magazines (Print/Digital) - Men's Fitness	MMAGAZ419: Magazines (Print/Digital) - Wine Spectator
MMAGAZ349: Magazines (Print/Digital) - Midwest Living	MMAGAZ420: Magazines (Print/Digital) - Wired
MMAGAZ350: Magazines (Print/Digital) - Money	MMAGAZ421: Magazines (Print/Digital) - Womans Day
MMAGAZ351: Magazines (Print/Digital) - Mother Earth News	MMAGAZ422: Magazines (Print/Digital) - Womans World
MMAGAZ352: Magazines (Print/Digital) - Motor Trend	MMAGAZ423: Magazines (Print/Digital) - Women's Health
MMAGAZ353: Magazines (Print/Digital) - Motorcyclist [measured as a monthly in Waves 73 - 76]	MMAGAZ425: Magazines (Print/Digital) - Yankee
MMAGAZ354: Magazines (Print/Digital) - Muscle & Fitness	MMAGAZ426: Magazines (Print/Digital) - Yoga Journal
MMAGAZ355: Magazines (Print/Digital) - National Enquirer	MMAGAZ063: Magazines (Print Only): AARP The Magazine
MMAGAZ356: Magazines (Print/Digital) - National Geographic	MMAGAZ064: Magazines (Print Only): Allrecipes Magazine [measured as Allrecipes in Waves 73 - 75]
MMAGAZ357: Magazines (Print/Digital) - National Geographic Kids	MMAGAZ065: Magazines (Print Only): Allure
MMAGAZ358: Magazines (Print/Digital) - National Geographic Traveler	MMAGAZ066: Magazines (Print Only): American Hunter
MMAGAZ359: Magazines (Print/Digital) - National Wildlife	MMAGAZ067: Magazines (Print Only): American Legion
MMAGAZ360: Magazines (Print/Digital) - New York Magazine	MMAGAZ068: Magazines (Print Only): American Rifleman
MMAGAZ361: Magazines (Print/Digital) - The New Yorker	MMAGAZ069: Magazines (Print Only): American Way
MMAGAZ362: Magazines (Print/Digital) - O The Oprah Magazine	MMAGAZ070: Magazines (Print Only): Architectural Digest
MMAGAZ363: Magazines (Print/Digital) - OK!	MMAGAZ071: Magazines (Print Only): Arthritis Today
	MMAGAZ072: Magazines (Print Only): The Atlantic

MMAGAZ073: Magazines (Print Only): Automobile	MMAGAZ145: Magazines (Print Only): House Beautiful
MMAGAZ074: Magazines (Print Only): Autoweek	MMAGAZ146: Magazines (Print Only): Hunting
MMAGAZ075: Magazines (Print Only): Backpacker	MMAGAZ147: Magazines (Print Only): In-Fisherman
MMAGAZ077: Magazines (Print Only): Bassmaster	MMAGAZ148: Magazines (Print Only): In Style
MMAGAZ078: Magazines (Print Only): Better Homes & Gardens	MMAGAZ149: Magazines (Print Only): In Touch
MMAGAZ079: Magazines (Print Only): Bicycling	MMAGAZ150: Magazines (Print Only): Inc.
MMAGAZ080: Magazines (Print Only): Birds & Blooms	MMAGAZ151: Magazines (Print Only): Kiplingers Personal Finance
MMAGAZ081: Magazines (Print Only): Black Enterprise [measured as a monthly in Waves 73 - 76]	MMAGAZ153: Magazines (Print Only): Life & Style Weekly
MMAGAZ082: Magazines (Print Only): Bloomberg Businessweek	MMAGAZ154: Magazines (Print Only): Los Angeles Times (Sunday)
MMAGAZ083: Magazines (Print Only): Boating	MMAGAZ155: Magazines (Print Only): Marie Claire
MMAGAZ084: Magazines (Print Only): Bon Appetit	MMAGAZ156: Magazines (Print Only): Martha Stewart Living
MMAGAZ430: Magazines (Print Only): Boys Life	MMAGAZ157: Magazines (Print Only): Maxim
MMAGAZ085: Magazines (Print Only): Bridal Guide	MMAGAZ159: Magazines (Print Only): Men's Health
MMAGAZ086: Magazines (Print Only): Brides	MMAGAZ162: Magazines (Print Only): Midwest Living
MMAGAZ087: Magazines (Print Only): Car And Driver	MMAGAZ163: Magazines (Print Only): Money
MMAGAZ088: Magazines (Print Only): Car Craft	MMAGAZ164: Magazines (Print Only): Mother Earth News
MMAGAZ090: Magazines (Print Only): Chicago Tribune (Sunday)	MMAGAZ165: Magazines (Print Only): Motor Trend
MMAGAZ091: Magazines (Print Only): Cigar Aficionado	MMAGAZ166: Magazines (Print Only): Motorcyclist [measured as a monthly in Waves 73 - 76]
MMAGAZ093: Magazines (Print Only): Conde Nast Traveler	MMAGAZ167: Magazines (Print Only): Muscle & Fitness
MMAGAZ094: Magazines (Print Only): Consumer Reports	MMAGAZ168: Magazines (Print Only): National Enquirer
MMAGAZ096: Magazines (Print Only): Cooking with Paula Deen	MMAGAZ169: Magazines (Print Only): National Geographic
MMAGAZ097: Magazines (Print Only): Cosmopolitan	MMAGAZ170: Magazines (Print Only): National Geographic Kids
MMAGAZ098: Magazines (Print Only): The Costco Connection	MMAGAZ171: Magazines (Print Only): National Geographic Traveler
MMAGAZ099: Magazines (Print Only): Country	MMAGAZ172: Magazines (Print Only): National Wildlife
MMAGAZ100: Magazines (Print Only): Country Living	MMAGAZ173: Magazines (Print Only): New York Magazine
MMAGAZ101: Magazines (Print Only): Country Sampler	MMAGAZ174: Magazines (Print Only): New York Times (Daily)
MMAGAZ103: Magazines (Print Only): Delta Sky Magazine	MMAGAZ175: Magazines (Print Only): New York Times (Sunday)
MMAGAZ104: Magazines (Print Only): Diabetes Forecast [measured as a monthly in Wave 73]	MMAGAZ176: Magazines (Print Only): The New Yorker
MMAGAZ105: Magazines (Print Only): Diabetes Self-Management	MMAGAZ177: Magazines (Print Only): O The Oprah Magazine
MMAGAZ107: Magazines (Print Only): Discover	MMAGAZ178: Magazines (Print Only): OK!
MMAGAZ108: Magazines (Print Only): Ducks Unlimited	MMAGAZ179: Magazines (Print Only): Outdoor Life
MMAGAZ109: Magazines (Print Only): Dwell [measured as a monthly in Waves 73 - 76]	MMAGAZ180: Magazines (Print Only): Outside
MMAGAZ110: Magazines (Print Only): EatingWell	MMAGAZ181: Magazines (Print Only): Parade Carrier Newspapers
MMAGAZ112: Magazines (Print Only): The Economist	MMAGAZ182: Magazines (Print Only): Parents
MMAGAZ431: Magazines (Print Only): The Elks Magazine	MMAGAZ183: Magazines (Print Only): People
MMAGAZ113: Magazines (Print Only): Elle	MMAGAZ184: Magazines (Print Only): People en Espanol
MMAGAZ114: Magazines (Print Only): Elle Decor	MMAGAZ186: Magazines (Print Only): Popular Mechanics
MMAGAZ115: Magazines (Print Only): Entertainment Weekly	MMAGAZ187: Magazines (Print Only): Popular Science [measured as a monthly in Waves 73 - 74]
MMAGAZ116: Magazines (Print Only): Entrepreneur	MMAGAZ188: Magazines (Print Only): Prevention
MMAGAZ117: Magazines (Print Only): ESPN The Magazine	MMAGAZ189: Magazines (Print Only): Psychology Today
MMAGAZ118: Magazines (Print Only): Esquire	MMAGAZ190: Magazines (Print Only): Rachael Ray Every Day
MMAGAZ119: Magazines (Print Only): Essence	MMAGAZ191: Magazines (Print Only): Readers Digest
MMAGAZ120: Magazines (Print Only): Family Circle	MMAGAZ192: Magazines (Print Only): Real Simple
MMAGAZ121: Magazines (Print Only): Family Handyman [measured as a monthly in Waves 73 - 76]	MMAGAZ194: Magazines (Print Only): Reminisce
MMAGAZ123: Magazines (Print Only): Field & Stream	MMAGAZ195: Magazines (Print Only): Road & Track
MMAGAZ124: Magazines (Print Only): First For Women	MMAGAZ196: Magazines (Print Only): Rolling Stone
MMAGAZ126: Magazines (Print Only): Food & Wine	MMAGAZ197: Magazines (Print Only): Runners World
MMAGAZ127: Magazines (Print Only): Food Network Magazine	MMAGAZ198: Magazines (Print Only): Saltwater Sportsman
MMAGAZ128: Magazines (Print Only): Forbes	MMAGAZ199: Magazines (Print Only): Saturday Evening Post
MMAGAZ129: Magazines (Print Only): Fortune	MMAGAZ200: Magazines (Print Only): Scientific American
MMAGAZ130: Magazines (Print Only): 4 Wheel & Off Road	MMAGAZ202: Magazines (Print Only): Shape
MMAGAZ131: Magazines (Print Only): Four Wheeler	MMAGAZ203: Magazines (Print Only): Sierra
MMAGAZ132: Magazines (Print Only): Game & Fish/Sportsman	MMAGAZ204: Magazines (Print Only): Ski
MMAGAZ133: Magazines (Print Only): Game Informer	MMAGAZ205: Magazines (Print Only): Smithsonian
MMAGAZ135: Magazines (Print Only): Golf Digest	MMAGAZ206: Magazines (Print Only): Soap Opera Digest
MMAGAZ136: Magazines (Print Only): Golf Magazine	MMAGAZ207: Magazines (Print Only): Southern Living
MMAGAZ432: Magazines (Print Only): Golfweek	MMAGAZ208: Magazines (Print Only): Southwest: The Magazine
MMAGAZ137: Magazines (Print Only): Good Housekeeping	MMAGAZ209: Magazines (Print Only): Sports Illustrated
MMAGAZ138: Magazines (Print Only): GQ (Gentlemens Quarterly)	MMAGAZ210: Magazines (Print Only): Star
MMAGAZ139: Magazines (Print Only): Guideposts	MMAGAZ211: Magazines (Print Only): Street Rodder
MMAGAZ140: Magazines (Print Only): Guns & Ammo	MMAGAZ213: Magazines (Print Only): Sunset
MMAGAZ141: Magazines (Print Only): Harpers Bazaar	MMAGAZ214: Magazines (Print Only): Super Chevy
MMAGAZ142: Magazines (Print Only): Health	MMAGAZ215: Magazines (Print Only): Taste of Home
MMAGAZ143: Magazines (Print Only): HGTV Magazine	MMAGAZ217: Magazines (Print Only): Tennis
MMAGAZ144: Magazines (Print Only): Hot Rod	MMAGAZ218: Magazines (Print Only): Texas Monthly
	MMAGAZ219: Magazines (Print Only): This Old House [measured as a monthly in Waves 73 - 76]

MMAGAZ220: Magazines (Print Only): Time	MNEWSP031: Newspaper Qualitative - Rating [Print]: New York Times (Daily) Very good
MMAGAZ221: Magazines (Print Only): Town & Country	MNEWSP032: Newspaper Qualitative - Rating [Print]: New York Times (Daily) Good
MMAGAZ222: Magazines (Print Only): Traditional Home	MNEWSP033: Newspaper Qualitative - Rating [Print]: New York Times (Daily) Average
MMAGAZ223: Magazines (Print Only): Travel + Leisure	MNEWSP034: Newspaper Qualitative - Rating [Print]: New York Times (Daily) Poor
MMAGAZ226: Magazines (Print Only): TV Guide	MNEWSP035: Newspaper Qualitative - Rating [Print]: New York Times (Sunday) One of my favorites
MMAGAZ227: Magazines (Print Only): United Hemispheres	MNEWSP036: Newspaper Qualitative - Rating [Print]: New York Times (Sunday) Very good
MMAGAZ228: Magazines (Print Only): Us Weekly	MNEWSP037: Newspaper Qualitative - Rating [Print]: New York Times (Sunday) Good
MMAGAZ229: Magazines (Print Only): USA Hockey	MNEWSP038: Newspaper Qualitative - Rating [Print]: New York Times (Sunday) Average
MMAGAZ230: Magazines (Print Only): USA Today	MNEWSP039: Newspaper Qualitative - Rating [Print]: New York Times (Sunday) Poor
MMAGAZ236: Magazines (Print Only): Vanity Fair	MNEWSP040: Newspaper Qualitative - Rating [Print]: USA Today One of my favorites
MMAGAZ237: Magazines (Print Only): Veranda	MNEWSP041: Newspaper Qualitative - Rating [Print]: USA Today Very good
MMAGAZ238: Magazines (Print Only): VFW Magazine	MNEWSP042: Newspaper Qualitative - Rating [Print]: USA Today Very good
MMAGAZ239: Magazines (Print Only): Vogue	MNEWSP043: Newspaper Qualitative - Rating [Print]: USA Today Average
MMAGAZ240: Magazines (Print Only): W	MNEWSP044: Newspaper Qualitative - Rating [Print]: USA Today Poor
MMAGAZ241: Magazines (Print Only): Wall Street Journal	MNEWSP045: Newspaper Qualitative - Rating [Print]: Wall Street Journal One of my favorites
MMAGAZ242: Magazines (Print Only): Washington Post (Sunday)	MNEWSP046: Newspaper Qualitative - Rating [Print]: Wall Street Journal Very good
MMAGAZ243: Magazines (Print Only): WebMD Magazine	MNEWSP047: Newspaper Qualitative - Rating [Print]: Wall Street Journal Good
MMAGAZ245: Magazines (Print Only): Wine Spectator	MNEWSP048: Newspaper Qualitative - Rating [Print]: Wall Street Journal Average
MMAGAZ246: Magazines (Print Only): Wired	MNEWSP049: Newspaper Qualitative - Rating [Print]: Wall Street Journal Poor
MMAGAZ247: Magazines (Print Only): Womans Day	MNEWSP050: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: <15 minutes
MMAGAZ248: Magazines (Print Only): Womans World	MNEWSP051: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 16-30 minutes
MMAGAZ249: Magazines (Print Only): Women's Health	MNEWSP052: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 31-45 minutes
MMAGAZ251: Magazines (Print Only): Yankee	MNEWSP053: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 46-Minutes - 1 hour
MMAGAZ252: Magazines (Print Only): Yoga Journal	MNEWSP054: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 1-1 1/2 hours
Digital Magazines	MNEWSP055: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 1 1/2 -2 hours
MMAGAZ001: Any Magazines: Read either paper or electronic versions last 6 months	MNEWSP056: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 2-2 1/2 hours
Newspapers	MNEWSP057: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 2 1/2 -3 hours
Newspapers	MNEWSP058: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 3-3 1/2 hours
MNEWSP001: Digital Newspapers: Read/Viewed any electronic version of a newspaper	MNEWSP059: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 3 1/2-4 hours
MNEWSP002: Newspaper Audiences [Print]: Chicago Tribune (Sunday) Average Audience	MNEWSP060: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: 4-5 hours
MNEWSP003: Newspaper Audiences [Print]: Los Angeles Times (Sunday) Average Audience	MNEWSP061: Newspaper Qualitative - Time Reading [Print] WSJ/NYT/USAToday]: >5 hours
MNEWSP005: Newspaper Audiences [Print]: New York Times (Daily) Average Audience	MNEWSP062: Newspaper Reading: Main News/Front Page Read
MNEWSP006: Newspaper Audiences [Print]: New York Times (Sunday) Average Audience	MNEWSP063: Newspaper Reading: International/National News Read
MNEWSP007: Newspaper Audiences [Print]: Parade Carrier Newspapers	MNEWSP064: Newspaper Reading: Local News Read
MNEWSP011: Newspaper Audiences [Print]: USA Today Average Audience	MNEWSP065: Newspaper Reading: Business/Finance Read
MNEWSP016: Newspaper Audiences [Print]: Wall Street Journal Average Audience	MNEWSP066: Newspaper Reading: Classified Advertising Read
MNEWSP017: Newspaper Audiences [Print]: Washington Post (Sunday) Average Audience	MNEWSP067: Newspaper Reading: Comics Read
MNEWSP018: Newspaper Detailed Where-Read Codes [Print]: At doctors or dentists office	MNEWSP068: Newspaper Reading: Editorial Page Read
MNEWSP019: Newspaper Detailed Where-Read Codes [Print]: At beauty parlor or barber shop	MNEWSP069: Newspaper Reading: Entertainment/Lifestyle Read
MNEWSP020: Newspaper Detailed Where-Read Codes [Print]: At a library club or school	MNEWSP070: Newspaper Reading: Fashion Read
MNEWSP021: Newspaper Detailed Where-Read Codes [Print]: In a business reception room	MNEWSP071: Newspaper Reading: Food/Cooking Read
MNEWSP022: Newspaper Detailed Where-Read Codes [Print]: While traveling to or from work	MNEWSP072: Newspaper Reading: Health Read
MNEWSP023: Newspaper Detailed Where-Read Codes [Print]: On an airplane	MNEWSP073: Newspaper Reading: Home/Home Design/Furnishings/Gardening Read
MNEWSP024: Newspaper Detailed Where-Read Codes [Print]: During other traveling	MNEWSP074: Newspaper Reading: Movie Listings & Reviews Read
MNEWSP025: Newspaper Detailed Where-Read Codes [Print]: At your place of work	
MNEWSP026: Newspaper Detailed Where-Read Codes [Print]: At a newsstand or in a store	
MNEWSP027: Newspaper Detailed Where-Read Codes [Print]: In someone elses home	
MNEWSP028: Newspaper Detailed Where-Read Codes [Print]: In your own home	
MNEWSP029: Newspaper Detailed Where-Read Codes [Print]: Somewhere else	
MNEWSP030: Newspaper Qualitative - Rating [Print]: New York Times (Daily) One of my favorites	

MNEWSP075: Newspaper Reading: Science & Technology Read  
 MNEWSP076: Newspaper Reading: Sports Read  
 MNEWSP077: Newspaper Reading: Travel Read  
 MNEWSP078: Newspaper Reading: TV Listings Read  
 MNEWSP079: Newspaper Reading: Weather Read  
 MNEWSP080: Newspaper Reading: Advertisements Read  
 MNEWSP081: Newspaper Reading: Circulars/Inserts/Fliers Read  
 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 information on 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  
 Radio Dayparts  
 MRADIO001: Radio Daypart Cumes: Weekday 6:00 am - 10:00 am  
 MRADIO002: Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm  
 MRADIO003: Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm  
 MRADIO004: Radio Daypart Cumes: Weekday 7:00 pm - Midnight  
 MRADIO005: Radio Daypart Cumes: Weekday Midnight - 6:00 am  
 MRADIO006: Radio Daypart Cumes: Weekend 6:00 am - 10:00 am  
 MRADIO007: Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm  
 MRADIO008: Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm  
 MRADIO009: Radio Daypart Cumes: Weekend 7:00 pm - Midnight  
 MRADIO010: Radio Daypart Cumes: Weekend Midnight - 6:00 am  
 MRADIO011: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday Did not listen  
 MRADIO012: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday Did not listen  
 MRADIO013: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday Did not listen  
 MRADIO014: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday Did not listen  
 MRADIO015: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday Did not listen  
 MRADIO016: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 1/2 hour

MRADIO017: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 1/2 hour  
 MRADIO018: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 1/2 hour  
 MRADIO019: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 1/2 hour  
 MRADIO020: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 1/2 hour  
 MRADIO021: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 1 hour  
 MRADIO022: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 1 hour  
 MRADIO023: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 1 hour  
 MRADIO024: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 1 hour  
 MRADIO025: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 1 hour  
 MRADIO026: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 1 1/2 hour  
 MRADIO027: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 1 1/2 hour  
 MRADIO028: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 1 1/2 hour  
 MRADIO029: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 1 1/2 hour  
 MRADIO030: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 1 1/2 hour  
 MRADIO031: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 2 hours  
 MRADIO032: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 2 hours  
 MRADIO033: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 2 hours  
 MRADIO034: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 2 hours  
 MRADIO035: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 2 hours  
 MRADIO036: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 2 1/2 hours  
 MRADIO037: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 2 1/2 hours  
 MRADIO038: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 2 1/2 hours  
 MRADIO039: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 2 1/2 hours  
 MRADIO040: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 2 1/2 hours  
 MRADIO041: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 3 hours  
 MRADIO042: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 3 hours  
 MRADIO043: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 3 hours  
 MRADIO044: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 3 hours  
 MRADIO045: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 3 hours  
 MRADIO046: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 3 1/2 hours  
 MRADIO047: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 3 1/2 hours  
 MRADIO048: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 3 1/2 hours  
 MRADIO049: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 3 1/2 hours  
 MRADIO050: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 3 1/2 hours



MRADIO051: Radio Dayparts: 6:00 am 10:00 am: Weekday Dayparts: Weekday 4 hours  
 MRADIO052: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 4 hours  
 MRADIO053: Radio Dayparts: 3:00 pm 7:00 pm: Weekday Dayparts: Weekday 4 hours  
 MRADIO054: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 4 hours  
 MRADIO055: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 4 hours  
 MRADIO057: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 4 1/2 hours  
 MRADIO059: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 4 1/2 hours  
 MRADIO060: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 4 1/2 hours  
 MRADIO062: Radio Dayparts: 10:00 am 3:00 pm: Weekday Dayparts: Weekday 5+ hours  
 MRADIO064: Radio Dayparts: 7:00 pm Midnight: Weekday Dayparts: Weekday 5+ hours  
 MRADIO065: Radio Dayparts: Midnight 6:00 am: Weekday Dayparts: Weekday 5+ hours  
 MRADIO066: Radio Dayparts: 6:00 am 10:00 am: Weekend Dayparts: Weekend Yes listened  
 MRADIO067: Radio Dayparts: 10:00 am 3:00 pm: Weekend Dayparts: Weekend Yes listened  
 MRADIO068: Radio Dayparts: 3:00 pm 7:00 pm: Weekend Dayparts: Weekend Yes listened  
 MRADIO069: Radio Dayparts: 7:00 pm Midnight: Weekend Dayparts: Weekend Yes listened  
 MRADIO070: Radio Dayparts: Midnight 6:00 am: Weekend Dayparts: Weekend Yes listened  
 MRADIO071: Radio Dayparts: 6:00 am 10:00 am: Weekend Dayparts: Weekend Did not listen  
 MRADIO072: Radio Dayparts: 10:00 am 3:00 pm: Weekend Dayparts: Weekend Did not listen  
 MRADIO073: Radio Dayparts: 3:00 pm 7:00 pm: Weekend Dayparts: Weekend Did not listen  
 MRADIO074: Radio Dayparts: 7:00 pm Midnight: Weekend Dayparts: Weekend Did not listen  
 MRADIO075: Radio Dayparts: Midnight 6:00 am: Weekend Dayparts: Weekend Did not listen  
 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 Sat 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)  
 MRADIO174: Radio Networks: ESPN Deportes  
 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  
 MRADIO175: Radio Networks: Premiere Paragon  
 MRADIO176: Radio Networks: Premiere Pearl  
 MRADIO152: Radio Networks: Premiere Super Moms  
 MRADIO153: Radio Networks: Premiere Top 50 Optimized  
 MRADIO154: Radio Networks: Premiere Urban  
 MRADIO155: Radio Networks: Premiere Young Influencers  
 MRADIO156: Radio Networks: WWO 24/7 Music  
 MRADIO157: Radio Networks: WWO Contemporary Connection  
 MRADIO158: Radio Networks: WWO Female Music Network  
 MRADIO159: Radio Networks: WWO Female Prime  
 MRADIO160: Radio Networks: WWO Female Target  
 MRADIO161: Radio Networks: WWO Market Select  
 MRADIO162: Radio Networks: WWO News Brand Net  
 MRADIO163: Radio Networks: WWO Top Market Prime  
 MRADIO164: Radio Networks: WWO WoMens Week  
 Radio Where Listened  
 MRADIO173: Satellite Radio - Household Subscribes: SiriusXM Radio  
 Television  
 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 (East/Pacific) 12noon-3:00 pm (Central/Midwest)  
 MTELEV037: TV Dayparts: Weekdays: 4:00 pm-6:00 pm (East/Pacific) 3:00 pm-5:00 pm (Cent/Mtn)  
 MTELEV038: TV Dayparts: Weekdays: 6:00 pm-7:00 pm (East/Pacific) 5:00 pm-6:00 pm (Cent/Mtn)  
 MTELEV039: TV Dayparts: Weekdays: 7:00 pm-7:30 pm (East/Pacific) 6:00 pm-6:30 pm (Cent/Mtn)  
 MTELEV040: TV Dayparts: Weekdays: 7:30 pm-8:00 pm (East/Pacific) 6:30 pm-7:00 pm (Cent/Mtn)  
 MTELEV041: TV Dayparts: Weekdays: 8:00 pm-11:00 pm (East/Pacific) 7:00 pm-10:00 pm (Cent/Mtn)  
 MTELEV042: TV Dayparts: Weekdays: 11:00 pm-11:30 pm (East/Pacific) 10:00 pm-10:30 pm (Cent/Mtn)  
 MTELEV043: TV Dayparts: Weekdays: 11:30 pm-1:00 am (East/Pacific) 10:30 pm-midnight (Cent/Mtn)  
 MTELEV044: TV Dayparts: Weekdays: 1:00 am-6:00 am (East/Pacific) 12:00 am-6:00 am (Cent/Mtn)  
 MTELEV045: TV Dayparts: Saturday: 7:00 am-10:00 am (all zones)  
 MTELEV046: TV Dayparts: Saturday: 10:00 am-1:00 pm (East/Pacific) 10:00 am-12 noon (Cent/Mtn)  
 MTELEV047: TV Dayparts: Saturday: 1:00 pm-4:30 pm (East/Pacific) 12 noon-3:30 pm (Cent/Mtn)  
 MTELEV048: TV Dayparts: Saturday: 4:30 pm-6:00 pm (East/Pacific) 3:30 pm-5:00 pm (Cent/Mtn)  
 MTELEV049: TV Dayparts: Saturday: 6:00 pm-7:30 pm (East/Pacific) 5:00 pm-6:30 pm (Cent/Mtn)  
 MTELEV050: TV Dayparts: Saturday: 7:30 pm-8:00 pm (East/Pacific) 6:30 pm-7:00 pm (Cent/Mtn)  
 MTELEV051: TV Dayparts: Saturday: 8:00 pm-10:00 pm (East/Pacific) 7:00 pm-9:00 pm (Cent/Mtn)  
 MTELEV052: TV Dayparts: Saturday: 10:00 pm-11:00 pm (East/Pacific) 9:00 pm-10:00 pm (Cent/Mtn)  
 MTELEV053: TV Dayparts: Saturday: 11:00 pm-11:30 pm (East/Pacific) 10:00 pm-10:30 pm (Cent/Mtn)  
 MTELEV054: TV Dayparts: Saturday: 11:30 pm-1:00 am (East/Pacific) 10:30 pm-Midnight (Cent/Mtn)  
 MTELEV055: TV Dayparts: Sunday: 7:00 am-10:00 am (all zones)  
 MTELEV056: TV Dayparts: Sunday: 10:00 am-1:00 pm (East/Pacific) 10:00 am-12 noon (Cent/Mtn)  
 MTELEV057: TV Dayparts: Sunday: 1:00 pm-4:30 pm (East/Pacific) 12 noon-3:30 pm (Cent/Mtn)  
 MTELEV058: TV Dayparts: Sunday: 4:30 pm-6:00 pm (East/Pacific) 3:30 pm-5:00 pm (Cent/Mtn)  
 MTELEV059: TV Dayparts: Sunday: 6:00 pm-7:00 pm (East/Pacific) 5:00 pm-6:00 pm (Cent/Mtn)  
 MTELEV060: TV Dayparts: Sunday: 7:00 pm-10:00 pm (East/Pacific) 6:00 pm-9:00 pm (Cent/Mtn)  
 MTELEV061: TV Dayparts: Sunday: 10:00 pm-11:00 pm (East/Pacific) 9:00 pm-10:00 pm (Cent/Mtn)  
 MTELEV062: TV Dayparts: Sunday: 11:00 pm-11:30 pm (East/Pacific) 10:00 pm-10:30 pm (Cent/Mtn)  
 MTELEV063: TV Dayparts: Sunday: 11:30 pm-1:00 am (East/Pacific) 10:30 pm-Midnight (Cent/Mtn)  
 MTELEV064: TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (East/Pacific) 7:00-10:00 pm (Cent/Mtn)  
 MTELEV065: TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (East/Pacific) 7:00-10:00 pm (Cent/Mtn)  
 MTELEV066: TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (East/Pacific) 6:00-10:00 pm (Cent/Mtn)  
 MTELEV067: TV Dayparts: Weekdays 9:00 am-12 noon (all zones)  
 MTELEV068: TV Dayparts: Weekdays: 9:00 am-4:00 pm (East/Pacific) 9:00 am -3:00 pm (Cent/Mtn)  
 MTELEV069: TV Dayparts: Weekdays: 4:00 pm-7:30 pm (East/Pacific) 3:00 pm-6:30 pm (Cent/Mtn)  
 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  
 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: Mon - Fri News Programs: Telemundo  
 MTELEV008: Spanish Television: Mon - Fri News Programs: Univision  
 MTELEV009: Spanish Television: Early Morning Programs: Telemundo  
 MTELEV011: Spanish Television: Early Morning Programs: Univision  
 MTELEV012: Spanish Television: Daytime Programs: Telemundo  
 MTELEV013: Spanish Television: Daytime Programs: UniMas  
 MTELEV014: Spanish Television: Daytime Programs: Univision  
 MTELEV015: Spanish Television: Monday through Friday Programs: Telemundo  
 MTELEV016: Spanish Television: Monday through Friday Programs: UniMas  
 MTELEV017: Spanish Television: Monday through Friday Programs: Univision  
 MTELEV018: Spanish Television: Mon - Fri Late Night Shows: Telemundo  
 MTELEV019: Spanish Television: Mon - Fri Late Night Shows: UniMas  
 MTELEV020: Spanish Television: Mon - Fri Late Night Shows: Univision  
 MTELEV021: Spanish Television: Once A Week Programs: Telemundo  
 MTELEV022: Spanish Television: Once A Week Programs: UniMas  
 MTELEV023: Spanish Television: Once A Week Programs: Univision  
 MTELEV024: Spanish Television: Sports Programs: Telemundo  
 MTELEV025: Spanish Television: Sports Programs: UniMas  
 MTELEV026: Spanish Television: Sports Programs: Univision  
 MTELEV027: Spanish Television: Seasonal Sports: Telemundo  
 MTELEV028: Spanish Television: Seasonal Sports: UniMas  
 MTELEV029: Spanish Television: Seasonal Sports: Univision  
 MTELEV030: Spanish Television: Annual Events/Specials: Telemundo  
 MTELEV032: Spanish Television: 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 information  
 MPERSC014: Caregiver/Caretaker - Services/Support Provide: Other  
 MPERSC015: Doctor Visits: Total Users: Visited in Last 12 Months  
 MPERSC016: Lactose Intolerance Products: Total Users: Used in last 6 months  
 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 Last Year

Psychographics

Advertising Attitudes  
 MATTADV001: Adv Attitudes: Adv informs me on prods/services that I need/like. Disagree (1)  
 MATTADV002: Adv Attitudes: Adv informs me on prods/services that I need/like. Disagree (2)  
 MATTADV003: Adv Attitudes: Adv informs me on prods/services that I need/like. Disagree (3)  
 MATTADV004: Adv Attitudes: Adv informs me on prods/services that I need/like. 4  
 MATTADV005: Adv Attitudes: Adv informs me on prods/services that I need/like. 5  
 MATTADV006: Adv Attitudes: Adv informs me on prods/services that I need/like. 6  
 MATTADV007: Adv Attitudes: Adv informs me on prods/services that I need/like. 7  
 MATTADV008: Adv Attitudes: Adv informs me on prods/services that I need/like. Agree completely (8)  
 MATTADV009: Adv Attitudes: Adv informs me on prods/services that I need/like. Agree completely (9)  
 MATTADV010: Adv Attitudes: Adv informs me on prods/services that I need/like. Agree completely (0)  
 MATTADV011: Adv Attitudes: Too many products do not perform as well as the ads claim. Disagree (1)  
 MATTADV012: Adv Attitudes: Too many products inferior to what the ads claim. Disagree (2)  
 MATTADV013: Adv Attitudes: Too many products inferior to what the ads claim. Disagree (3)  
 MATTADV014: Adv Attitudes: Too many products inferior to what the ads claim. 4  
 MATTADV015: Adv Attitudes: Too many products inferior to what the ads claim. 5  
 MATTADV016: Adv Attitudes: Too many products inferior to what the ads claim. 6  
 MATTADV017: Adv Attitudes: Too many products inferior to what the ads claim. 7  
 MATTADV018: Adv Attitudes: Too many products inferior to what the ads claim. Agree completely (8)  
 MATTADV019: Adv Attitudes: Too many products inferior to what the ads claim. Agree completely (9)  
 MATTADV020: Adv Attitudes: Too many products inferior to what the ads claim. Agree completely (0)  
 MATTADV021: Adv Attitudes: Advertising is more manipulative than informative. Disagree (1)  
 MATTADV022: Adv Attitudes: Advertising is more manipulative than informative. Disagree (2)  
 MATTADV023: Adv Attitudes: Advertising is more manipulative than informative. Disagree (3)  
 MATTADV024: Adv Attitudes: Advertising is more manipulative than informative. 4  
 MATTADV025: Adv Attitudes: Advertising is more manipulative than informative. 5  
 MATTADV026: Adv Attitudes: Advertising is more manipulative than informative. 6  
 MATTADV027: Adv Attitudes: Advertising is more manipulative than informative. 7  
 MATTADV028: Adv Attitudes: Advertising is more manipulative than informative. Agree completely (8)  
 MATTADV029: Adv Attitudes: Advertising is more manipulative than informative. Agree completely (9)  
 MATTADV030: Adv Attitudes: Advertising is more manipulative than informative. Agree completely (0)  
 MATTADV031: Adv Attitudes: Much of advertising is way too annoying. Disagree (1)  
 MATTADV032: Adv Attitudes: Much of advertising is way too annoying. Disagree (2)  
 MATTADV033: Adv Attitudes: Much of advertising is way too annoying. Disagree (3)  
 MATTADV034: Adv Attitudes: Much of advertising is way too annoying. 4  
 MATTADV035: Adv Attitudes: Much of advertising is way too annoying. 5  
 MATTADV036: Adv Attitudes: Much of advertising is way too annoying. 6  
 MATTADV037: Adv Attitudes: Much of advertising is way too annoying. 7  
 MATTADV038: Adv Attitudes: Much of advertising is way too annoying. Agree completely (8)  
 MATTADV039: Adv Attitudes: Much of advertising is way too annoying. Agree completely (9)  
 MATTADV040: Adv Attitudes: Much of advertising is way too annoying. Agree completely (0)

MATTADV041: Adv Attitudes: I like to look at advertising. Disagree (1)	MATTAUT042: The quality of a vehicle is most important. (DS)
MATTADV042: Adv Attitudes: I like to look at advertising. Disagree (2)	MATTAUT043: The quality of a vehicle is most important. (AS)
MATTADV043: Adv Attitudes: I like to look at advertising. Disagree (3)	MATTAUT044: The quality of a vehicle is most important. (AC)
MATTADV044: Adv Attitudes: I like to look at advertising. 4	MATTAUT045: I enjoy learning about automobiles from others. (DC)
MATTADV045: Adv Attitudes: I like to look at advertising. 5	MATTAUT046: I enjoy learning about automobiles from others. (DS)
MATTADV046: Adv Attitudes: I like to look at advertising. 6	MATTAUT047: I enjoy learning about automobiles from others. (AS)
MATTADV047: Adv Attitudes: I like to look at advertising. 7	MATTAUT048: I enjoy learning about automobiles from others. (AC)
MATTADV048: Adv Attitudes: I like to look at advertising. Agree completely (8)	MATTAUT049: I research as many vehicles as possible before deciding to buy. (DC)
MATTADV049: Adv Attitudes: I like to look at advertising. Agree completely (9)	MATTAUT050: I research as many vehicles as possible before deciding to buy. (DS)
MATTADV050: Adv Attitudes: I like to look at advertising. Agree completely (0)	MATTAUT051: I research as many vehicles as possible before deciding to buy. (AS)
MATTADV051: Adv Attitudes: Advertised brands tend to be better. Disagree (1)	MATTAUT052: I research as many vehicles as possible before deciding to buy. (AC)
MATTADV052: Adv Attitudes: Advertised brands tend to be better. Disagree (2)	MATTAUT053: When I find a vehicle that I like I typically recommend it to people I know. (DC)
MATTADV053: Adv Attitudes: Advertised brands tend to be better. Disagree (3)	MATTAUT054: When I find a vehicle that I like I typically recommend it to people I know. (DS)
MATTADV054: Adv Attitudes: Advertised brands tend to be better. 4	MATTAUT055: When I find a vehicle that I like I typically recommend it to people I know. (AS)
MATTADV055: Adv Attitudes: Advertised brands tend to be better. 5	MATTAUT056: When I find a vehicle that I like I typically recommend it to people I know. (AC)
MATTADV056: Adv Attitudes: Advertised brands tend to be better. 6	MATTAUT057: My first consideration in choosing a vehicle is its exterior styling. (DC)
MATTADV057: Adv Attitudes: Advertised brands tend to be better. 7	MATTAUT058: My first consideration in choosing a vehicle is its exterior styling. (DS)
MATTADV058: Adv Attitudes: Advertised brands tend to be better. Agree completely (8)	MATTAUT059: My first consideration in choosing a vehicle is its exterior styling. (AS)
MATTADV059: Adv Attitudes: Advertised brands tend to be better. Agree completely (9)	MATTAUT060: My first consideration in choosing a vehicle is its exterior styling. (AC)
MATTADV060: Adv Attitudes: Advertised brands tend to be better. Agree completely (0)	MATTAUT061: I look for vehicles that offer spirited performance and powerful acceleration (DC)
Automotive Attitudes	MATTAUT062: I look for vehicles that offer spirited performance and powerful acceleration (DS)
MATTAUT001: I want a vehicle with car comfort and truck capabilities. (DC)	MATTAUT063: I look for vehicles that offer spirited performance and powerful acceleration (AS)
MATTAUT002: I want a vehicle with car comfort and truck capabilities. (DS)	MATTAUT064: I look for vehicles that offer spirited performance and powerful acceleration (AC)
MATTAUT003: I want a vehicle with car comfort and truck capabilities. (AS)	MATTAUT065: I typically look at several vehicle brands when shopping for a new vehicle (DC)
MATTAUT004: I want a vehicle with car comfort and truck capabilities. (AC)	MATTAUT066: I typically look at several vehicle brands when shopping for a new vehicle (DS)
MATTAUT005: I plan to buy the vehicle that best meets my needs (make/origin not important). (DC)	MATTAUT067: I typically look at several vehicle brands when shopping for a new vehicle (AS)
MATTAUT006: I plan to buy the vehicle that best meets my needs (make/origin not important). (DS)	MATTAUT068: I typically look at several vehicle brands when shopping for a new vehicle (AC)
MATTAUT007: I plan to buy the vehicle that best meets my needs (make/origin not important). (AS)	MATTAUT069: Having a vehicle that is fun to drive is a top consideration when buying. (DC)
MATTAUT008: I plan to buy the vehicle that best meets my needs (make/origin not important). (AC)	MATTAUT070: Having a vehicle that is fun to drive is a top consideration when buying. (DS)
MATTAUT009: The vehicle a person owns says a lot about him or her. (DC)	MATTAUT071: Having a vehicle that is fun to drive is a top consideration when buying. (AS)
MATTAUT010: The vehicle a person owns says a lot about him or her. (DS)	MATTAUT072: Having a vehicle that is fun to drive is a top consideration when buying. (AC)
MATTAUT011: The vehicle a person owns says a lot about him or her. (AS)	MATTAUT073: I enjoy personalizing my vehicle to reflect my individual tastes. (DC)
MATTAUT012: The vehicle a person owns says a lot about him or her. (AC)	MATTAUT074: I enjoy personalizing my vehicle to reflect my individual tastes. (DS)
MATTAUT013: I often discuss my knowledge of automobiles with others. (DC)	MATTAUT075: I enjoy personalizing my vehicle to reflect my individual tastes. (AS)
MATTAUT014: I often discuss my knowledge of automobiles with others. (DS)	MATTAUT076: I enjoy personalizing my vehicle to reflect my individual tastes. (AC)
MATTAUT015: I often discuss my knowledge of automobiles with others. (AS)	MATTAUT077: I often ask the advice of others about automobiles. (DC)
MATTAUT016: I often discuss my knowledge of automobiles with others. (AC)	MATTAUT078: I often ask the advice of others about automobiles. (DS)
MATTAUT017: Im loyal to my vehicle brands and stick with them (DC)	MATTAUT079: I often ask the advice of others about automobiles. (AS)
MATTAUT018: Im loyal to my vehicle brands and stick with them (DS)	MATTAUT080: I often ask the advice of others about automobiles. (AC)
MATTAUT019: Im loyal to my vehicle brands and stick with them (AS)	MATTAUT081: I prefer buying models of vehicles that I or people I know have owned and like. (DC)
MATTAUT020: Im loyal to my vehicle brands and stick with them (AC)	
MATTAUT021: I consider myself to be an Auto enthusiast. (DC)	
MATTAUT022: I consider myself to be an Auto enthusiast. (DS)	
MATTAUT023: I consider myself to be an Auto enthusiast. (AS)	
MATTAUT024: I consider myself to be an Auto enthusiast. (AC)	
MATTAUT025: I buy vehicles that support the environment. (DC)	
MATTAUT026: I buy vehicles that support the environment. (DS)	
MATTAUT027: I buy vehicles that support the environment. (AS)	
MATTAUT028: I buy vehicles that support the environment. (AC)	
MATTAUT029: I want vehicles with bold innovative designs that stand out. (DC)	
MATTAUT030: I want vehicles with bold innovative designs that stand out. (DS)	
MATTAUT031: I want vehicles with bold innovative designs that stand out. (AS)	
MATTAUT032: I want vehicles with bold innovative designs that stand out. (AC)	
MATTAUT033: I think of vehicles as basic transportation. (DC)	
MATTAUT034: I think of vehicles as basic transportation. (DS)	
MATTAUT035: I think of vehicles as basic transportation. (AS)	
MATTAUT036: I think of vehicles as basic transportation. (AC)	
MATTAUT037: I look forward to technology advances in new vehicles. (DC)	
MATTAUT038: I look forward to technology advances in new vehicles. (DS)	
MATTAUT039: I look forward to technology advances in new vehicles. (AS)	
MATTAUT040: I look forward to technology advances in new vehicles. (AC)	
MATTAUT041: The quality of a vehicle is most important. (DC)	

MATTAUT082: I prefer buying models of vehicles that I or people I know have owned and like. (DS)  
 MATTAUT083: I prefer buying models of vehicles that I or people I know have owned and like. (AS)  
 MATTAUT084: I prefer buying models of vehicles that I or people I know have owned and like. (AC)  
 MATTAUT085: I want the cheapest and easiest to maintain vehicle I can find. (DC)  
 MATTAUT086: I want the cheapest and easiest to maintain vehicle I can find. (DS)  
 MATTAUT087: I want the cheapest and easiest to maintain vehicle I can find. (AS)  
 MATTAUT088: I want the cheapest and easiest to maintain vehicle I can find. (AC)  
 MATTAUT089: I generally purchase the most expensive model with the luxury appts/options. (DC)  
 MATTAUT090: I generally purchase the most expensive model with the luxury appts/options. (DS)  
 MATTAUT091: I generally purchase the most expensive model with the luxury appts/options. (AS)  
 MATTAUT092: I generally purchase the most expensive model with the luxury appts/options. (AC)  
 MATTAUT093: People often ask my advice about automobiles. (DC)  
 MATTAUT094: People often ask my advice about automobiles. (DS)  
 MATTAUT095: People often ask my advice about automobiles. (AS)  
 MATTAUT096: People often ask my advice about automobiles. (AC)  
 MATTAUT097: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (DC)  
 MATTAUT098: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (DS)  
 MATTAUT099: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (AS)  
 MATTAUT100: Having a versatile vehicle to accommodate my busy lifestyle is important to me. (AC)  
 MATTAUT101: Rebates and incentives strongly influence my new vehicle purchase decisions. (DC)  
 MATTAUT102: Rebates and incentives strongly influence my new vehicle purchase decisions. (DS)  
 MATTAUT103: Rebates and incentives strongly influence my new vehicle purchase decisions. (AS)  
 MATTAUT104: Rebates and incentives strongly influence my new vehicle purchase decisions. (AC)  
 MATTAUT105: I consider safety first when shopping for a new vehicle. (DC)  
 MATTAUT106: I consider safety first when shopping for a new vehicle. (DS)  
 MATTAUT107: I consider safety first when shopping for a new vehicle. (AS)  
 MATTAUT108: I consider safety first when shopping for a new vehicle. (AC)  
 MATTAUT109: I always follow the advice of my mechanic. (DC)  
 MATTAUT110: I always follow the advice of my mechanic. (DS)  
 MATTAUT111: I always follow the advice of my mechanic. (AS)  
 MATTAUT112: I always follow the advice of my mechanic. (AC)  
 MATTAUT113: I always maintain my vehicle as recommended by the manufacturers manual. (DC)  
 MATTAUT114: I always maintain my vehicle as recommended by the manufacturers manual. (DS)  
 MATTAUT115: I always maintain my vehicle as recommended by the manufacturers manual. (AS)  
 MATTAUT116: 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 with a coupon/site promo code. (DM)  
 MATTBUY018: Buying Styles: I only purchase products online with a coupon/site promo code. (DS)  
 MATTBUY019: Buying Styles: I only purchase products online with a coupon/site promo code. (AS)  
 MATTBUY020: Buying Styles: I only purchase products online with a coupon/site promo code. (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)	MATTBUY088: Buying Styles: I expect the brands I buy to support social causes. (AM)
MATTBUY049: Buying Styles: Im a spender rather than a saver. (DM)	MATTBUY089: Buying Styles: I often seek the advice of others before making a purchase. (DM)
MATTBUY050: Buying Styles: Im a spender rather than a saver. (DS)	MATTBUY090: Buying Styles: I often seek the advice of others before making a purchase. (DS)
MATTBUY051: Buying Styles: Im a spender rather than a saver. (AS)	MATTBUY091: Buying Styles: I often seek the advice of others before making a purchase. (AS)
MATTBUY052: Buying Styles: Im a spender rather than a saver. (AM)	MATTBUY092: Buying Styles: I often seek the advice of others before making a purchase. (AM)
MATTBUY053: Buying Styles: Its important that salespeople be knowledgeable about their products. (DM)	MATTBUY093: Buying Styles: Before purchasing a product online I typically read online reviews (DM)
MATTBUY054: Buying Styles: Its important that salespeople be knowledgeable about their products. (DS)	MATTBUY094: Buying Styles: Before purchasing a product online I typically read online reviews (DS)
MATTBUY055: Buying Styles: Its important that salespeople be knowledgeable about their products. (AS)	MATTBUY095: Buying Styles: Before purchasing a product online I typically read online reviews (AS)
MATTBUY056: Buying Styles: Its important that salespeople be knowledgeable about their products. (AM)	MATTBUY096: Buying Styles: Before purchasing a product online I typically read online reviews (AM)
MATTBUY057: Buying Styles: I am influenced by whats hot and whats not. (DM)	MATTBUY097: Buying Styles: I will sacrifice convenience for environmentally safe products. (DM)
MATTBUY058: Buying Styles: I am influenced by whats hot and whats not. (DS)	MATTBUY098: Buying Styles: I will sacrifice convenience for environmentally safe products. (DS)
MATTBUY059: Buying Styles: I am influenced by whats hot and whats not. (AS)	MATTBUY099: Buying Styles: I will sacrifice convenience for environmentally safe products. (AS)
MATTBUY060: Buying Styles: I am influenced by whats hot and whats not. (AM)	MATTBUY100: Buying Styles: I will sacrifice convenience for environmentally safe products. (AM)
MATTBUY061: Buying Styles: How a personal care or household product smells is very important. (DM)	MATTBUY101: Buying Styles: Shopping used to be more enjoyable. (DM)
MATTBUY062: Buying Styles: How a personal care or household product smells is very important. (DS)	MATTBUY102: Buying Styles: Shopping used to be more enjoyable. (DS)
MATTBUY063: Buying Styles: How a personal care or household product smells is very important. (AS)	MATTBUY103: Buying Styles: Shopping used to be more enjoyable. (AS)
MATTBUY064: Buying Styles: How a personal care or household product smells is very important. (AM)	MATTBUY104: Buying Styles: Shopping used to be more enjoyable. (AM)
MATTBUY065: Buying Styles: I like to post reviews/ratings online to share my product/svc opinions (DM)	MATTBUY105: Buying Styles: I buy brands that reflect my style. (DM)
MATTBUY066: Buying Styles: I like to post reviews/ratings online to share my product/svc opinions (DS)	MATTBUY106: Buying Styles: I buy brands that reflect my style. (DS)
MATTBUY067: Buying Styles: I like to post reviews/ratings online to share my product/svc opinions (AS)	MATTBUY107: Buying Styles: I buy brands that reflect my style. (AS)
MATTBUY068: Buying Styles: I like to post reviews/ratings online to share my product/svc opinions (AM)	MATTBUY108: Buying Styles: I buy brands that reflect my style. (AM)
MATTBUY069: Buying Styles: My favorite grocery store offers low prices on all products every day. (DM)	MATTBUY109: Buying Styles: People often come to me for advice before making a purchase. (DM)
MATTBUY070: Buying Styles: My favorite grocery store offers low prices on all products every day. (DS)	MATTBUY110: Buying Styles: People often come to me for advice before making a purchase. (DS)
MATTBUY071: Buying Styles: My favorite grocery store offers low prices on all products every day. (AS)	MATTBUY111: Buying Styles: People often come to me for advice before making a purchase. (AS)
MATTBUY072: Buying Styles: My favorite grocery store offers low prices on all products every day. (AM)	MATTBUY112: Buying Styles: People often come to me for advice before making a purchase. (AM)
MATTBUY073: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DM)	MATTBUY113: Buying Styles: I tend to make impulse purchases. (DM)
MATTBUY074: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DS)	MATTBUY114: Buying Styles: I tend to make impulse purchases. (DS)
MATTBUY075: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AS)	MATTBUY115: Buying Styles: I tend to make impulse purchases. (AS)
MATTBUY076: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AM)	MATTBUY116: Buying Styles: I tend to make impulse purchases. (AM)
MATTBUY077: Buying Styles: I only use coupons for those brands I usually buy. (DM)	MATTBUY117: Buying Styles: I buy the brands I grew up with the ones my parents used. (DM)
MATTBUY078: Buying Styles: I only use coupons for those brands I usually buy. (DS)	MATTBUY118: Buying Styles: I buy the brands I grew up with the ones my parents used. (DS)
MATTBUY079: Buying Styles: I only use coupons for those brands I usually buy. (AS)	MATTBUY119: Buying Styles: I buy the brands I grew up with the ones my parents used. (AS)
MATTBUY080: Buying Styles: I only use coupons for those brands I usually buy. (AM)	MATTBUY120: Buying Styles: I buy the brands I grew up with the ones my parents used. (AM)
MATTBUY081: Buying Styles: I am annoyed by all of the signs in the stores. (DM)	MATTBUY121: Buying Styles: I prefer products that offer the latest in new technology. (DM)
MATTBUY082: Buying Styles: I am annoyed by all of the signs in the stores. (DS)	MATTBUY122: Buying Styles: I prefer products that offer the latest in new technology. (DS)
MATTBUY083: Buying Styles: I am annoyed by all of the signs in the stores. (AS)	MATTBUY123: Buying Styles: I prefer products that offer the latest in new technology. (AS)
MATTBUY084: Buying Styles: I am annoyed by all of the signs in the stores. (AM)	MATTBUY124: Buying Styles: I prefer products that offer the latest in new technology. (AM)
MATTBUY085: Buying Styles: I expect the brands I buy to support social causes. (DM)	MATTBUY125: Buying Styles: My number one goal when shopping is to save as much money as possible. (DM)
MATTBUY086: Buying Styles: I expect the brands I buy to support social causes. (DS)	MATTBUY126: Buying Styles: My number one goal when shopping is to save as much money as possible. (DS)
MATTBUY087: Buying Styles: I expect the brands I buy to support social causes. (AS)	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 ingredients/nutritional content of food before buying. (DM)  
 MATTBUY130: Buying Styles: I always check ingredients/nutritional content of food before buying. (DS)  
 MATTBUY131: Buying Styles: I always check ingredients/nutritional content of food before buying. (AS)  
 MATTBUY132: Buying Styles: I always check ingredients/nutritional content of food before buying. (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/hhhd products in the store before I buy them. (DM)  
 MATTBUY146: Buying Styles: I smell personal care/hhhd products in the store before I buy them. (DS)  
 MATTBUY147: Buying Styles: I smell personal care/hhhd products in the store before I buy them. (AS)  
 MATTBUY148: Buying Styles: I smell personal care/hhhd products in the store before I buy them. (AM)  
 MATTBUY149: Buying Styles: I would pay extra for a product consistent with the image I want. (DM)  
 MATTBUY150: Buying Styles: I would pay extra for a product consistent with the image I want. (DS)  
 MATTBUY151: Buying Styles: I would pay extra for a product consistent with the image I want. (AS)  
 MATTBUY152: Buying Styles: I would pay extra for a product consistent with the image I want. (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 between sites before online purchases (DM)  
 MATTBUY158: Buying Styles: I like to compare prices between sites before online purchases (DS)  
 MATTBUY159: Buying Styles: I like to compare prices between sites before online purchases (AS)  
 MATTBUY160: Buying Styles: I like to compare prices between sites before online purchases (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: I will pay slightly more for a product made by a company I trust. (DM)  
 MATTBUY166: Buying Styles: I will pay slightly more for a product made by a company I trust. (DS)  
 MATTBUY167: Buying Styles: I will pay slightly more for a product made by a company I trust. (AS)  
 MATTBUY168: Buying Styles: I will pay slightly more for a product made by a company I trust. (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 of health concerns. (DM)  
 MATTBUY174: Buying Styles: I buy natural products because of health concerns. (DS)  
 MATTBUY175: Buying Styles: I buy natural products because of health concerns. (AS)  
 MATTBUY176: Buying Styles: I buy natural products because of health concerns. (AM)  
 MATTBUY177: Buying Styles: If a manufacturer offers a coupon I am probably already overcharged. (DM)  
 MATTBUY178: Buying Styles: If a manufacturer offers a coupon I am probably already overcharged. (DS)  
 MATTBUY179: Buying Styles: If a manufacturer offers a coupon I am probably already overcharged. (AS)  
 MATTBUY180: Buying Styles: If a manufacturer offers a coupon I am probably already overcharged. (AM)  
 MATTBUY181: Buying Styles: I prefer buying online at a fixed price rather than in online auctions (DM)  
 MATTBUY182: Buying Styles: I prefer buying online at a fixed price rather than in online auctions (DS)  
 MATTBUY183: Buying Styles: I prefer buying online at a fixed price rather than in online auctions (AS)  
 MATTBUY184: Buying Styles: I prefer buying online at a fixed price rather than in online auctions (AM)  
 MATTBUY185: Buying Styles: The service of store staff is an important part of why I shop there. (DM)  
 MATTBUY186: Buying Styles: The service of store staff is an important part of why I shop there. (DS)  
 MATTBUY187: Buying Styles: The service of store staff is an important part of why I shop there. (AS)  
 MATTBUY188: Buying Styles: The service of store staff is an important part of why I 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 to try new products or services (DM)  
 MATTBUY198: Buying Styles: Im always one of the first to try new products or services (DS)  
 MATTBUY199: Buying Styles: Im always one of the first to try new products or services (AS)  
 MATTBUY200: Buying Styles: Im always one of the first 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 wait until other people have tried things before I do. (DM)  
 MATTBUY206: Buying Styles: I usually wait until other people have tried things before I do. (DS)  
 MATTBUY207: Buying Styles: I usually wait until other people have tried things before I do. (AS)  
 MATTBUY208: Buying Styles: I usually wait until other people have tried things before I do. (AM)  
 MATTBUY209: Buying Styles: Generic or store brand prods are as effective as brand-name prods (DM)  
 MATTBUY210: Buying Styles: Generic or store brand prods are as effective as brand-name prods (DS)  
 MATTBUY211: Buying Styles: Generic or store brand prods are as effective as brand-name prods (AS)  
 MATTBUY212: Buying Styles: Generic or store brand prods are as effective as brand-name prods (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 by type/style of products. (DM)  
 MATTBUY226: Buying Styles: I prefer to shop at stores that specialize by type/style of products. (DS)  
 MATTBUY227: Buying Styles: I prefer to shop at stores that specialize by type/style of products. (AS)  
 MATTBUY228: Buying Styles: I prefer to shop at stores that specialize by type/style of products. (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)  
 MATTBUY242: Buying Styles: I prefer to shop at stores that offer loyalty points (DS)  
 MATTBUY243: Buying Styles: I prefer to shop at stores that offer loyalty points (AS)  
 MATTBUY244: Buying Styles: I prefer to shop at stores that offer loyalty points (AM)  
 Category Influentials Segments  
 MCATINF001: Category Influentials: Healthcare I am very knowledgeable  
 MCATINF002: Category Influentials: Healthcare My family/friends often request/trust my advice  
 MCATINF003: Category Influentials: Healthcare Super Influential Consumers  
 MCATINF004: Category Influentials: Healthcare Category Influential Consumers  
 MCATINF005: Category Influentials: Physical Fitness I am very knowledgeable  
 MCATINF006: Category Influentials: Physical Fitness My family/friends often request/trust my advice  
 MCATINF007: Category Influentials: Physical Fitness Super Influential Consumers  
 MCATINF008: Category Influentials: Physical Fitness Category Influential Consumers  
 MCATINF009: Category Influentials: Healthy Lifestyle I am very knowledgeable  
 MCATINF010: Category Influentials: Healthy Lifestyle My family/friends often request/trust my advice  
 MCATINF011: Category Influentials: Healthy Lifestyle Super Influential Consumers  
 MCATINF012: Category Influentials: Healthy Lifestyle Category Influential Consumers  
 MCATINF013: Category Influentials -Eco-friendly products I am very knowledgeable  
 MCATINF014: Category Influentials -Eco-friendly prods My family/friends often request/trust my advice  
 MCATINF015: Category Influentials -Eco-friendly products Super Influential Consumers  
 MCATINF016: Category Influentials -Eco-friendly products Category Influential Consumers  
 MCATINF017: Category Influentials: Prescription Drugs I am very knowledgeable  
 MCATINF018: Category Influentials: Prescription Drugs My family/friends often request/trust my advice  
 MCATINF019: Category Influentials: Prescription Drugs Super Influential Consumers  
 MCATINF020: Category Influentials: Prescription Drugs Category Influential Consumers  
 MCATINF021: Category Influentials: Dieting I am very knowledgeable  
 MCATINF022: Category Influentials: Dieting My family/friends often request/trust my advice  
 MCATINF023: Category Influentials: Dieting Super Influential Consumers  
 MCATINF024: Category Influentials: Dieting Category Influential Consumers  
 MCATINF025: Category Influentials: Cooking I am very knowledgeable  
 MCATINF026: Category Influentials: Cooking My family/friends often request/trust my advice  
 MCATINF027: Category Influentials: Cooking Super Influential Consumers  
 MCATINF028: Category Influentials: Cooking Category Influential Consumers  
 MCATINF029: Category Influentials: Snack I am very knowledgeable  
 MCATINF030: Category Influentials: Snack My family/friends often request/trust my advice  
 MCATINF031: Category Influentials: Snack Super Influential Consumers  
 MCATINF032: Category Influentials: Snack Category Influential Consumers  
 MCATINF033: Category Influentials: New Food items I am very knowledgeable  
 MCATINF034: Category Influentials: New Food items My family/friends often request/trust my advice  
 MCATINF035: Category Influentials: New Food items Super Influential Consumers  
 MCATINF036: Category Influentials: New Food items Category Influential Consumers  
 MCATINF037: Category Influentials: Grocery Shopping I am very knowledgeable  
 MCATINF038: Category Influentials: Grocery Shopping My family/friends often request/trust my advice



MCATINF039: Category Influentials: Grocery Shopping Super Influential Consumers  
 MCATINF040: Category Influentials: Grocery Shopping Category Influential Consumers  
 MCATINF041: Category Influentials: Cleaning products I am very knowledgeable  
 MCATINF042: Category Influentials: Cleaning products My family/friends often request/trust my advice  
 MCATINF043: Category Influentials: Cleaning products Super Influential Consumers  
 MCATINF044: Category Influentials: Cleaning products Category Influential Consumers  
 MCATINF045: Category Influentials: Beauty I am very knowledgeable  
 MCATINF046: Category Influentials: Beauty My family/friends often request/trust my advice  
 MCATINF047: Category Influentials: Beauty Super Influential Consumers  
 MCATINF048: Category Influentials: Beauty Category Influential Consumers  
 MCATINF049: Category Influentials - Clothes I am very knowledgeable  
 MCATINF050: Category Influentials - Clothes My family/friends often request/trust my advice  
 MCATINF051: Category Influentials - Clothes Super Influential Consumers  
 MCATINF052: Category Influentials - Clothes Category Influential Consumers  
 MCATINF053: Category Influentials - Shoes I am very knowledgeable  
 MCATINF054: Category Influentials - Shoes My family/friends often request/trust my advice  
 MCATINF055: Category Influentials - Shoes Super Influential Consumers  
 MCATINF056: Category Influentials - Shoes Category Influential Consumers  
 MCATINF057: Category Influentials: Other Fashion I am very knowledgeable  
 MCATINF058: Category Influentials: Other Fashion My family/friends often request/trust my advice  
 MCATINF059: Category Influentials: Other Fashion Super Influential Consumers  
 MCATINF060: Category Influentials: Other Fashion Category Influential Consumers  
 MCATINF061: Category Influentials: Shopping I am very knowledgeable  
 MCATINF062: Category Influentials: Shopping My family/friends often request/trust my advice  
 MCATINF063: Category Influentials: Shopping Super Influential Consumers  
 MCATINF064: Category Influentials: Shopping Category Influential Consumers  
 MCATINF065: Category Influentials: Wine I am very knowledgeable  
 MCATINF066: Category Influentials: Wine My family/friends often request/trust my advice  
 MCATINF067: Category Influentials: Wine Super Influential Consumers  
 MCATINF068: Category Influentials: Wine Category Influential Consumers  
 MCATINF069: Category Influentials: Beer I am very knowledgeable  
 MCATINF070: Category Influentials: Beer My family/friends often request/trust my advice  
 MCATINF071: Category Influentials: Beer Super Influential Consumers  
 MCATINF072: Category Influentials: Beer Category Influential Consumers  
 MCATINF073: Category Influentials: Other Alcoholic Beverages I am very knowledgeable  
 MCATINF074: Category Influentials: Other Alc Bevs My family/friends often request/trust my advice  
 MCATINF075: Category Influentials: Other Alcoholic Beverages Super Influential Consumers  
 MCATINF076: Category Influentials: Other Alcoholic Beverages Category Influential Consumers  
 MCATINF077: Category Influentials: Coffee I am very knowledgeable  
 MCATINF078: Category Influentials: Coffee My family/friends often request/trust my advice  
 MCATINF079: Category Influentials: Coffee Super Influential Consumers  
 MCATINF080: Category Influentials: Coffee Category Influential Consumers  
 MCATINF081: Category Influentials: Soft Drinks I am very knowledgeable  
 MCATINF082: Category Influentials: Soft Drinks My family/friends often request/trust my advice  
 MCATINF083: Category Influentials: Soft Drinks Super Influential Consumers  
 MCATINF084: Category Influentials: Soft Drinks Category Influential Consumers  
 MCATINF085: Category Influentials: Automobiles I am very knowledgeable  
 MCATINF086: Category Influentials: Automobiles My family/friends often request/trust my advice  
 MCATINF087: Category Influentials: Automobiles Super Influential Consumers

MCATINF088: Category Influentials: Automobiles Category Influential Consumers  
 MCATINF089: Category Influentials: Other Vehicles I am very knowledgeable  
 MCATINF090: Category Influentials: Other Vehicles My family/friends often request/trust my advice  
 MCATINF091: Category Influentials: Other Vehicles Super Influential Consumers  
 MCATINF092: Category Influentials: Other Vehicles Category Influential Consumers  
 MCATINF093: Category Influentials: Automotive Products I am very knowledgeable  
 MCATINF094: Category Influentials: Automotive Products My family/friends often request/trust my advice  
 MCATINF095: Category Influentials: Automotive Products Super Influential Consumers  
 MCATINF096: Category Influentials: Automotive Products Category Influential Consumers  
 MCATINF097: Category Influentials: Business Travel I am very knowledgeable  
 MCATINF098: Category Influentials: Business Travel My family/friends often request/trust my advice  
 MCATINF099: Category Influentials: Business Travel Super Influential Consumers  
 MCATINF100: Category Influentials: Business Travel Category Influential Consumers  
 MCATINF101: Category Influentials: Vacation Travel I am very knowledgeable  
 MCATINF102: Category Influentials: Vacation Travel My family/friends often request/trust my advice  
 MCATINF103: Category Influentials: Vacation Travel Super Influential Consumers  
 MCATINF104: Category Influentials: Vacation Travel Category Influential Consumers  
 MCATINF105: Category Influentials: Restaurants I am very knowledgeable  
 MCATINF106: Category Influentials: Restaurants My family/friends often request/trust my advice  
 MCATINF107: Category Influentials: Restaurants Super Influential Consumers  
 MCATINF108: Category Influentials: Restaurants Category Influential Consumers  
 MCATINF109: Category Influentials: Finance/Investment I am very knowledgeable  
 MCATINF110: Category Influentials: Finance/Investment My family/friends often request/trust my advice  
 MCATINF111: Category Influentials: Finance/Investment Super Influential Consumers  
 MCATINF112: Category Influentials: Finance/Investment Category Influential Consumers  
 MCATINF113: Category Influentials: Real Estate I am very knowledgeable  
 MCATINF114: Category Influentials: Real Estate My family/friends often request/trust my advice  
 MCATINF115: Category Influentials: Real Estate Super Influential Consumers  
 MCATINF116: Category Influentials: Real Estate Category Influential Consumers  
 MCATINF117: Category Influentials: Insurance I am very knowledgeable  
 MCATINF118: Category Influentials: Insurance My family/friends often request/trust my advice  
 MCATINF119: Category Influentials: Insurance Super Influential Consumers  
 MCATINF120: Category Influentials: Insurance Category Influential Consumers  
 MCATINF121: Category Influentials: Business I am very knowledgeable  
 MCATINF122: Category Influentials: Business My family/friends often request/trust my advice  
 MCATINF123: Category Influentials: Business Super Influential Consumers  
 MCATINF124: Category Influentials: Business Category Influential Consumers  
 MCATINF125: Category Influentials: Home Remodeling I am very knowledgeable  
 MCATINF126: Category Influentials: Home Remodeling My family/friends often request/trust my advice  
 MCATINF127: Category Influentials: Home Remodeling Super Influential Consumers  
 MCATINF128: Category Influentials: Home Remodeling Category Influential Consumers  
 MCATINF129: Category Influentials: Household Furnishings I am very knowledgeable  
 MCATINF130: Category Influentials: Hhld Furnishings My family/friends often request/trust my advice  
 MCATINF131: Category Influentials: Household Furnishings Super Influential Consumers  
 MCATINF132: Category Influentials: Household Furnishings Category Influential Consumers

MCATINF133: Category Influentials: Interior Decorating I am very knowledgeable  
 MCATINF134: Category Influentials: Interior Decorating My family/friends often request/trust my advice  
 MCATINF135: Category Influentials: Interior Decorating Super Influential Consumers  
 MCATINF136: Category Influentials: Interior Decorating Category Influential Consumers  
 MCATINF137: Category Influentials: Gardening I am very knowledgeable  
 MCATINF138: Category Influentials: Gardening My family/friends often request/trust my advice  
 MCATINF139: Category Influentials: Gardening Super Influential Consumers  
 MCATINF140: Category Influentials: Gardening Category Influential Consumers  
 MCATINF141: Category Influentials: Computers I am very knowledgeable  
 MCATINF142: Category Influentials: Computers My family/friends often request/trust my advice  
 MCATINF143: Category Influentials: Computers Super Influential Consumers  
 MCATINF144: Category Influentials: Computers Category Influential Consumers  
 MCATINF145: Category Influentials: Home Electronics I am very knowledgeable  
 MCATINF146: Category Influentials: Home Electronics My family/friends often request/trust my advice  
 MCATINF147: Category Influentials: Home Electronics Super Influential Consumers  
 MCATINF148: Category Influentials: Home Electronics Category Influential Consumers  
 MCATINF149: Category Influentials: New Technology I am very knowledgeable  
 MCATINF150: Category Influentials: New Technology My family/friends often request/trust my advice  
 MCATINF151: Category Influentials: New Technology Super Influential Consumers  
 MCATINF152: Category Influentials: New Technology Category Influential Consumers  
 MCATINF153: Category Influentials: Mobile/Cell phones I am very knowledgeable  
 MCATINF154: Category Influentials: Mobile/Cell phones My family/friends often request/trust my advice  
 MCATINF155: Category Influentials: Mobile/Cell phones Super Influential Consumers  
 MCATINF156: Category Influentials: Mobile/Cell phones Category Influential Consumers  
 MCATINF157: Category Influentials: Photography I am very knowledgeable  
 MCATINF158: Category Influentials: Photography My family/friends often request/trust my advice  
 MCATINF159: Category Influentials: Photography Super Influential Consumers  
 MCATINF160: Category Influentials: Photography Category Influential Consumers  
 MCATINF161: Category Influentials: Video Games I am very knowledgeable  
 MCATINF162: Category Influentials: Video Games My family/friends often request/trust my advice  
 MCATINF163: Category Influentials: Video Games Super Influential Consumers  
 MCATINF164: Category Influentials: Video Games Category Influential Consumers  
 MCATINF165: Category Influentials: Books I am very knowledgeable  
 MCATINF166: Category Influentials: Books My family/friends often request/trust my advice  
 MCATINF167: Category Influentials: Books Super Influential Consumers  
 MCATINF168: Category Influentials: Books Category Influential Consumers  
 MCATINF169: Category Influentials: Movies I am very knowledgeable  
 MCATINF170: Category Influentials: Movies My family/friends often request/trust my advice  
 MCATINF171: Category Influentials: Movies Super Influential Consumers  
 MCATINF172: Category Influentials: Movies Category Influential Consumers  
 MCATINF173: Category Influentials: TV Shows I am very knowledgeable  
 MCATINF174: Category Influentials: TV Shows My family/friends often request/trust my advice  
 MCATINF175: Category Influentials: TV Shows Super Influential Consumers  
 MCATINF176: Category Influentials: TV Shows Category Influential Consumers  
 MCATINF177: Category Influentials: Radio I am very knowledgeable  
 MCATINF178: Category Influentials: Radio My family/friends often request/trust my advice  
 MCATINF179: Category Influentials: Radio Super Influential Consumers  
 MCATINF180: Category Influentials: Radio Category Influential Consumers  
 MCATINF181: Category Influentials: Newspapers I am very knowledgeable

MCATINF182: Category Influentials: Newspapers My family/friends often request/trust my advice  
 MCATINF183: Category Influentials: Newspapers Super Influential Consumers  
 MCATINF184: Category Influentials: Newspapers Category Influential Consumers  
 MCATINF185: Category Influentials: Magazines I am very knowledgeable  
 MCATINF186: Category Influentials: Magazines My family/friends often request/trust my advice  
 MCATINF187: Category Influentials: Magazines Super Influential Consumers  
 MCATINF188: Category Influentials: Magazines Category Influential Consumers  
 MCATINF189: Category Influentials: Internet I am very knowledgeable  
 MCATINF190: Category Influentials: Internet My family/friends often request/trust my advice  
 MCATINF191: Category Influentials: Internet Super Influential Consumers  
 MCATINF192: Category Influentials: Internet Category Influential Consumers  
 MCATINF193: Category Influentials: Music I am very knowledgeable  
 MCATINF194: Category Influentials: Music My family/friends often request/trust my advice  
 MCATINF195: Category Influentials: Music Super Influential Consumers  
 MCATINF196: Category Influentials: Music Category Influential Consumers  
 MCATINF197: Category Influentials: Other Entertainment I am very knowledgeable  
 MCATINF198: Category Influentials: Other Entertainment My family/friends often request/trust my advice  
 MCATINF199: Category Influentials: Other Entertainment Super Influential Consumers  
 MCATINF200: Category Influentials: Other Entertainment Category Influential Consumers  
 MCATINF201: Category Influentials: News I am very knowledgeable  
 MCATINF202: Category Influentials: News My family/friends often request/trust my advice  
 MCATINF203: Category Influentials: News Super Influential Consumers  
 MCATINF204: Category Influentials: News Category Influential Consumers  
 MCATINF205: Category Influentials: Politics I am very knowledgeable  
 MCATINF206: Category Influentials: Politics My family/friends often request/trust my advice  
 MCATINF207: Category Influentials: Politics Super Influential Consumers  
 MCATINF208: Category Influentials: Politics Category Influential Consumers  
 MCATINF209: Category Influentials: Sports I am very knowledgeable  
 MCATINF210: Category Influentials: Sports My family/friends often request/trust my advice  
 MCATINF211: Category Influentials: Sports Super Influential Consumers  
 MCATINF212: Category Influentials: Sports Category Influential Consumers  
 MCATINF213: Category Influentials: Sporting Equipment I am very knowledgeable  
 MCATINF214: Category Influentials: Sporting Equipment My family/friends often request/trust my advice  
 MCATINF215: Category Influentials: Sporting Equipment Super Influential Consumers  
 MCATINF216: Category Influentials: Sporting Equipment Category Influential Consumers  
 MCATINF217: Category Influentials: Fishing I am very knowledgeable  
 MCATINF218: Category Influentials: Fishing My family/friends often request/trust my advice  
 MCATINF219: Category Influentials: Fishing Super Influential Consumers  
 MCATINF220: Category Influentials: Fishing Category Influential Consumers  
 MCATINF221: Category Influentials: Hunting I am very knowledgeable  
 MCATINF222: Category Influentials: Hunting My family/friends often request/trust my advice  
 MCATINF223: Category Influentials: Hunting Super Influential Consumers  
 MCATINF224: Category Influentials: Hunting Category Influential Consumers  
 MCATINF225: Category Influentials: Parenting I am very knowledgeable  
 MCATINF226: Category Influentials: Parenting My family/friends often request/trust my advice  
 MCATINF227: Category Influentials: Parenting Super Influential Consumers  
 MCATINF228: Category Influentials: Parenting Category Influential Consumers  
 MCATINF229: Category Influentials: Education I am very knowledgeable  
 MCATINF230: Category Influentials: Education My family/friends often request/trust my advice  
 MCATINF231: Category Influentials: Education Super Influential Consumers  
 MCATINF232: Category Influentials: Education Category Influential Consumers

MCATINF233: Category Influentials: Products for Babies or Children I am very knowledgeable

MCATINF234: Category Influentials: Prods Babies/Child My family/friends often request/trust my advice

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 am very knowledgeable

MCATINF238: Category Influentials: Pets My family/friends often request/trust my advice

MCATINF239: Category Influentials: Pets Super Influential Consumers

MCATINF240: Category Influentials: Pets Category Influential Consumers

MCATINF241: Category Influentials - Recommend: Automotive Family/Friends

MCATINF242: Category Influentials - Recommend: Automotive Neighbors/Colleagues

MCATINF243: Category Influentials - Recommend: Automotive Anyone (in stores online etc.)

MCATINF244: Category Influentials - Recommend: Finance Family/Friends

MCATINF245: Category Influentials - Recommend: Finance Neighbors/Colleagues

MCATINF246: Category Influentials - Recommend: Finance Anyone (in stores online etc.)

MCATINF247: Category Influentials - Recommend: Technology Family/Friends

MCATINF248: Category Influentials - Recommend: Technology Neighbors/Colleagues

MCATINF249: Category Influentials - Recommend: Technology Anyone (in stores online etc.)

MCATINF250: Category Influentials - Recommend: Food Family/Friends

MCATINF251: Category Influentials - Recommend: Food Neighbors/Colleagues

MCATINF252: Category Influentials - Recommend: Food Anyone (in stores online etc.)

MCATINF253: Category Influentials - Recommend: Vacation Travel Family/Friends

MCATINF254: Category Influentials - Recommend: Vacation Travel Neighbors/Colleagues

MCATINF255: Category Influentials - Recommend: Vacation Travel Anyone (in stores online etc.)

MCATINF256: Category Influentials - Recommend: Healthcare Family/Friends

MCATINF257: Category Influentials - Recommend: Healthcare Neighbors/Colleagues

MCATINF258: Category Influentials - Recommend: Healthcare Anyone (in stores online etc.)

MCATINF259: Category Influentials - Recommended anything to: Family Members

MCATINF260: Category Influentials - Recommended anything to: Friends

MCATINF261: Category Influentials - Recommended anything to: Colleagues/work

MCATINF262: Category Influentials - Recommended anything to: Neighbors

MCATINF263: Category Influentials - Recommended anything to: People with shared hobby/interest

MCATINF264: Category Influentials - Recommended anything to: People at a community group

MCATINF265: Category Influentials - Recommended anything to: People you know from kids activities

MCATINF266: Category Influentials - Recommended anything to: People at a store/point of sale

MCATINF267: Category Influentials - Recommended anything to: People online

MCATINF268: Category Influentials - Recommended anything to: 5+ People

MCATINF269: Category Influentials - Recommended anything to: 3+ People Cellular/Mobile Opinions

MATTPH001: I carry my cell phone everywhere I go. (DC)

MATTPH002: I carry my cell phone everywhere I go. (DS)

MATTPH003: I carry my cell phone everywhere I go. (AS)

MATTPH004: I carry my cell phone everywhere I go. (AC)

MATTPH005: I will keep a landline telephone no matter how much cell phone service improves. (DC)

MATTPH006: I will keep a landline telephone no matter how much cell phone service improves. (DS)

MATTPH007: I will keep a landline telephone no matter how much cell phone service improves. (AS)

MATTPH008: I will keep a landline telephone no matter how much cell phone service improves. (AC)

MATTPH009: I am frequently annoyed at people talking loudly on cellphones in public. (DC)

MATTPH010: I am frequently annoyed at people talking loudly on cellphones in public. (DS)

MATTPH011: I am frequently annoyed at people talking loudly on cellphones in public. (AS)

MATTPH012: I am frequently annoyed at people talking loudly on cellphones in public. (AC)

MATTPH013: I only answer my cell phone when I know who is calling. (DC)

MATTPH014: I only answer my cell phone when I know who is calling. (DS)

MATTPH015: I only answer my cell phone when I know who is calling. (AS)

MATTPH016: I only answer my cell phone when I know who is calling. (AC)

MATTPH017: I often use my cell phone to make phone calls from my home. (DC)

MATTPH018: I often use my cell phone to make phone calls from my home. (DS)

MATTPH019: I often use my cell phone to make phone calls from my home. (AS)

MATTPH020: I often use my cell phone to make phone calls from my home. (AC)

MATTPH021: The primary reason I have my cell phone is for safety. (DC)

MATTPH022: The primary reason I have my cell phone is for safety. (DS)

MATTPH023: The primary reason I have my cell phone is for safety. (AS)

MATTPH024: The primary reason I have my cell phone is for safety. (AC)

MATTPH025: Sometimes my cell phone makes me feel like Im too available. (DC)

MATTPH026: Sometimes my cell phone makes me feel like Im too available. (DS)

MATTPH027: Sometimes my cell phone makes me feel like Im too available. (AS)

MATTPH028: Sometimes my cell phone makes me feel like Im too available. (AC)

MATTPH029: Cell phones are too complicated these days. (DC)

MATTPH030: Cell phones are too complicated these days. (DS)

MATTPH031: Cell phones are too complicated these days. (AS)

MATTPH032: Cell phones are too complicated these days. (AC)

MATTPH033: I understand how to use most of the features on my cell phone. (DC)

MATTPH034: I understand how to use most of the features on my cell phone. (DS)

MATTPH035: I understand how to use most of the features on my cell phone. (AS)

MATTPH036: I understand how to use most of the features on my cell phone. (AC)

MATTPH037: Having one mobile device that can do everything is very convenient. (DC)

MATTPH038: Having one mobile device that can do everything is very convenient. (DS)

MATTPH039: Having one mobile device that can do everything is very convenient. (AS)

MATTPH040: Having one mobile device that can do everything is very convenient. (AC)

MATTPH041: There are some features on my cell phone Id like to use but I dont know how to. (DC)

MATTPH042: There are some features on my cell phone Id like to use but I dont know how to. (DS)

MATTPH043: There are some features on my cell phone Id like to use but I dont know how to. (AS)

MATTPH044: There are some features on my cell phone Id like to use but I dont know how to. (AC)

MATTPH045: I just want to use my cell phone only to make and receive calls (DC)

MATTPH046: I just want to use my cell phone only to make and receive calls (DS)

MATTPH047: I just want to use my cell phone only to make and receive calls (AS)

MATTPH048: I just want to use my cell phone only to make and receive calls (AC)

MATTPH049: I think of my mobile phone as a source of entertainment. (DC)

MATTPH050: I think of my mobile phone as a source of entertainment. (DS)

MATTPH051: I think of my mobile phone as a source of entertainment. (AS)

MATTPH052: I think of my mobile phone as a source of entertainment. (AC)

MATTPH053: My cell phone is an extension of my personality. (DC)

MATTPH054: My cell phone is an extension of my personality. (DS)

MATTPH055: My cell phone is an extension of my personality. (AS)

MATTPH056: My cell phone is an extension of my personality. (AC)

MATTPH057: I enjoy customizing the look and sound of my cell phone. (DC)

MATTPH058: I enjoy customizing the look and sound of my cell phone. (DS)

MATTPH059: I enjoy customizing the look and sound of my cell phone. (AS)

MATTPH060: I enjoy customizing the look and sound of my cell phone. (AC)

MATTPH061: I would be willing to get cell phone ads in exchange for svcs (eg. TV/Texts). (DC)

MATTPH062: I would be willing to get cell phone ads in exchange for svcs (eg. TV/Texts). (DS)  
 MATTPH063: I would be willing to get cell phone ads in exchange for svcs (eg. TV/Texts). (AS)  
 MATTPH064: I would be willing to get cell phone ads in exchange for svcs (eg. TV/Texts). (AC)  
 MATTPH065: I would be willing to pay a monthly subscript fee to get live TV on my cell phone. (DC)  
 MATTPH066: I would be willing to pay a monthly subscript fee to get live TV on my cell phone. (DS)  
 MATTPH067: I would be willing to pay a monthly subscript fee to get live TV on my cell phone. (AS)  
 MATTPH068: I would be willing to pay a monthly subscript fee to get live TV on my cell phone. (AC)  
 MATTPH069: I would be willing to get cellphone ads in exchange for lower monthly costs. (DC)  
 MATTPH070: I would be willing to get cellphone ads in exchange for lower monthly costs. (DS)  
 MATTPH071: I would be willing to get cellphone ads in exchange for lower monthly costs. (AS)  
 MATTPH072: I would be willing to get cellphone ads in exchange for lower monthly costs. (AC)  
 MATTPH073: I like to receive coupons on my cell phone that are based on my location (DC)  
 MATTPH074: I like to receive coupons on my cell phone that are based on my location (DS)  
 MATTPH075: I like to receive coupons on my cell phone that are based on my location (AS)  
 MATTPH076: I like to receive coupons on my cell phone that are based on my location (AC)  
 MATTPH077: I expect the quality of video on my cell phone to be as good as that on my TV. (DC)  
 MATTPH078: I expect the quality of video on my cell phone to be as good as that on my TV. (DS)  
 MATTPH079: I expect the quality of video on my cell phone to be as good as that on my TV. (AS)  
 MATTPH080: I expect the quality of video on my cell phone to be as good as that on my TV. (AC)  
 MATTPH081: Advertisements on cell phones are annoying. (DC)  
 MATTPH082: Advertisements on cell phones are annoying. (DS)  
 MATTPH083: Advertisements on cell phones are annoying. (AS)  
 MATTPH084: Advertisements on cell phones are annoying. (AC)  
 MATTPH085: I am interested in watching video clips on my cell phone. (DC)  
 MATTPH086: I am interested in watching video clips on my cell phone. (DS)  
 MATTPH087: I am interested in watching video clips on my cell phone. (AS)  
 MATTPH088: I am interested in watching video clips on my cell phone. (AC)  
 MATTPH089: I am interested in watching live TV on my cell phone. (DC)  
 MATTPH090: I am interested in watching live TV on my cell phone. (DS)  
 MATTPH091: I am interested in watching live TV on my cell phone. (AS)  
 MATTPH092: I am interested in watching live TV on my cell phone. (AC)  
 MATTPH093: Text messaging is an important part of my daily life. (DC)  
 MATTPH094: Text messaging is an important part of my daily life. (DS)  
 MATTPH095: Text messaging is an important part of my daily life. (AS)  
 MATTPH096: Text messaging is an important part of my daily life. (AC)  
 MATTPH097: I would use Text Messaging if I knew how to do it. (DC)  
 MATTPH098: I would use Text Messaging if I knew how to do it. (DS)  
 MATTPH099: I would use Text Messaging if I knew how to do it. (AS)  
 MATTPH100: I would use Text Messaging if I knew how to do it. (AC)  
 MATTPH101: I would use Text Messaging more often if it were easier to type the messages. (DC)  
 MATTPH102: I would use Text Messaging more often if it were easier to type the messages. (DS)  
 MATTPH103: I would use Text Messaging more often if it were easier to type the messages. (AS)  
 MATTPH104: I would use Text Messaging more often if it were easier to type the messages. (AC)  
 MATTPH105: I would use Text Messaging more often if it were less expensive. (DC)

MATTPH106: I would use Text Messaging more often if it were less expensive. (DS)  
 MATTPH107: I would use Text Messaging more often if it were less expensive. (AS)  
 MATTPH108: I would use Text Messaging more often if it were less expensive. (AC)  
 MATTPH109: I would use the Internet on my cell phone more often if it were less expensive. (DC)  
 MATTPH110: I would use the Internet on my cell phone more often if it were less expensive. (DS)  
 MATTPH111: I would use the Internet on my cell phone more often if it were less expensive. (AS)  
 MATTPH112: I would use the Internet on my cell phone more often if it were less expensive. (AC)  
 MATTPH113: I would use use cellphone Internet more often if the websites loaded more easily. (DC)  
 MATTPH114: I would use use cellphone Internet more often if the websites loaded more easily. (DS)  
 MATTPH115: I would use use cellphone Internet more often if the websites loaded more easily. (AS)  
 MATTPH116: I would use use cellphone Internet more often if the websites loaded more easily. (AC)  
 MATTPH117: I would use use cellphone Internet more often if the screen were easier to read. (DC)  
 MATTPH118: I would use use cellphone Internet more often if the screen were easier to read. (DS)  
 MATTPH119: I would use use cellphone Internet more often if the screen were easier to read. (AS)  
 MATTPH120: I would use use cellphone Internet more often if the screen were easier to read. (AC)  
 Consumer Confidence  
 MATTCC001: Consumer Confidence - Economy/Business In Country How Is It than last yr: Better now  
 MATTCC002: Consumer Confidence - Economy/Business In Country How Is It than last yr: About the same  
 MATTCC003: Consumer Confidence - Economy/Business In Country How Is It than last yr: Worse now  
 MATTCC004: Consumer Confidence - Economy/Business In Country How Will It Be next yr: Better  
 MATTCC005: Consumer Confidence - Economy/Business In Country How Will It Be next yr: About the same  
 MATTCC006: Consumer Confidence - Economy/Business In Country How Will It Be next yr: Worse  
 MATTCC007: Consumer Confidence - Financially How Are You/Household Than last yr: Better now  
 MATTCC008: Consumer Confidence - Financially How Are You/Household Than last yr: About the same  
 MATTCC009: Consumer Confidence - Financially How Are You/Household Than last yr: Worse now  
 MATTCC010: Consumer Confidence - Financially How Will You/Household Be next yr: Better  
 MATTCC011: Consumer Confidence - Financially How Will You/Household Be next yr: About the same  
 MATTCC012: Consumer Confidence - Financially How Will You/Household Be next yr: Worse  
 Fashion and Style  
 MATTFAS001: Being able to customize an item makes me more willing to purchase it. (DC)  
 MATTFAS002: Being able to customize an item makes me more willing to purchase it. (DS)  
 MATTFAS003: Being able to customize an item makes me more willing to purchase it. (AS)  
 MATTFAS004: Being able to customize an item makes me more willing to purchase it. (AC)  
 MATTFAS005: Comfort is one of the most important factors choosing fashion products to purchase. (DC)  
 MATTFAS006: Comfort is one of the most important factors choosing fashion products to purchase. (DS)

- MATTFAS007: Comfort is one of the most important factors choosing fashion products to purchase. (AS)
- MATTFAS008: Comfort is one of the most important factors choosing fashion products to purchase. (AC)
- MATTFAS009: I prefer fashion that is classic and timeless as opposed to trendy. (DC)
- MATTFAS010: I prefer fashion that is classic and timeless as opposed to trendy. (DS)
- MATTFAS011: I prefer fashion that is classic and timeless as opposed to trendy. (AS)
- MATTFAS012: I prefer fashion that is classic and timeless as opposed to trendy. (AC)
- MATTFAS013: I rely on magazines to keep me up to date on fashion. (DC)
- MATTFAS014: I rely on magazines to keep me up to date on fashion. (DS)
- MATTFAS015: I rely on magazines to keep me up to date on fashion. (AS)
- MATTFAS016: I rely on magazines to keep me up to date on fashion. (AC)
- MATTFAS017: I am loyal to only a few fashion brands and stick with them (DC)
- MATTFAS018: I am loyal to only a few fashion brands and stick with them (DS)
- MATTFAS019: I am loyal to only a few fashion brands and stick with them (AS)
- MATTFAS020: I am loyal to only a few fashion brands and stick with them (AC)
- MATTFAS021: I only buy shoes and clothing when I have to replace something. (DC)
- MATTFAS022: I only buy shoes and clothing when I have to replace something. (DS)
- MATTFAS023: I only buy shoes and clothing when I have to replace something. (AS)
- MATTFAS024: I only buy shoes and clothing when I have to replace something. (AC)
- MATTFAS025: I often spend more money than I expected to on my fashion purchases. (DC)
- MATTFAS026: I often spend more money than I expected to on my fashion purchases. (DS)
- MATTFAS027: I often spend more money than I expected to on my fashion purchases. (AS)
- MATTFAS028: I often spend more money than I expected to on my fashion purchases. (AC)
- MATTFAS029: When buying fashion products the overall look is more important than the brand. (DC)
- MATTFAS030: When buying fashion products the overall look is more important than the brand. (DS)
- MATTFAS031: When buying fashion products the overall look is more important than the brand. (AS)
- MATTFAS032: When buying fashion products the overall look is more important than the brand. (AC)
- MATTFAS033: When I find a haircut that suits me I stick with it. (DC)
- MATTFAS034: When I find a haircut that suits me I stick with it. (DS)
- MATTFAS035: When I find a haircut that suits me I stick with it. (AS)
- MATTFAS036: When I find a haircut that suits me I stick with it. (AC)
- MATTFAS037: I follow a strict skin-care routine. (DC)
- MATTFAS038: I follow a strict skin-care routine. (DS)
- MATTFAS039: I follow a strict skin-care routine. (AS)
- MATTFAS040: I follow a strict skin-care routine. (AC)
- MATTFAS041: I am content with my appearance. (DC)
- MATTFAS042: I am content with my appearance. (DS)
- MATTFAS043: I am content with my appearance. (AS)
- MATTFAS044: I am content with my appearance. (AC)
- MATTFAS045: I must admit I wear designer brands partially to impress other people. (DC)
- MATTFAS046: I must admit I wear designer brands partially to impress other people. (DS)
- MATTFAS047: I must admit I wear designer brands partially to impress other people. (AS)
- MATTFAS048: I must admit I wear designer brands partially to impress other people. (AC)
- MATTFAS049: When a celebrity designs a product I am more likely to buy it. (DC)
- MATTFAS050: When a celebrity designs a product I am more likely to buy it. (DS)
- MATTFAS051: When a celebrity designs a product I am more likely to buy it. (AS)
- MATTFAS052: When a celebrity designs a product I am more likely to buy it. (AC)
- MATTFAS053: I consider my fashion style to be trendy. (DC)
- MATTFAS054: I consider my fashion style to be trendy. (DS)
- MATTFAS055: I consider my fashion style to be trendy. (AS)
- MATTFAS056: I consider my fashion style to be trendy. (AC)
- MATTFAS057: I often use natural or organic beauty products. (DC)
- MATTFAS058: I often use natural or organic beauty products. (DS)
- MATTFAS059: I often use natural or organic beauty products. (AS)
- MATTFAS060: I often use natural or organic beauty products. (AC)
- MATTFAS061: I buy new clothes at the beginning of each season. (DC)
- MATTFAS062: I buy new clothes at the beginning of each season. (DS)
- MATTFAS063: I buy new clothes at the beginning of each season. (AS)
- MATTFAS064: I buy new clothes at the beginning of each season. (AC)
- MATTFAS065: I only spend what I budget on fashion items. (DC)
- MATTFAS066: I only spend what I budget on fashion items. (DS)
- MATTFAS067: I only spend what I budget on fashion items. (AS)
- MATTFAS068: I only spend what I budget on fashion items. (AC)
- MATTFAS069: I often try different ways to style my hair. (DC)
- MATTFAS070: I often try different ways to style my hair. (DS)
- MATTFAS071: I often try different ways to style my hair. (AS)
- MATTFAS072: I often try different ways to style my hair. (AC)
- MATTFAS073: I love to mix and match high and low end designers when putting together an outfit. (DC)
- MATTFAS074: I love to mix and match high and low end designers when putting together an outfit. (DS)
- MATTFAS075: I love to mix and match high and low end designers when putting together an outfit. (AS)
- MATTFAS076: I love to mix and match high and low end designers when putting together an outfit. (AC)
- MATTFAS077: Ill buy trendy clothes even if they're not the highest quality. (DC)
- MATTFAS078: Ill buy trendy clothes even if they're not the highest quality. (DS)
- MATTFAS079: Ill buy trendy clothes even if they're not the highest quality. (AS)
- MATTFAS080: Ill buy trendy clothes even if they're not the highest quality. (AC)
- MATTFAS081: I am more likely to buy a brand that I know supports a charity. (DC)
- MATTFAS082: I am more likely to buy a brand that I know supports a charity. (DS)
- MATTFAS083: I am more likely to buy a brand that I know supports a charity. (AS)
- MATTFAS084: I am more likely to buy a brand that I know supports a charity. (AC)
- MATTFAS085: You can tell a lot about a person by the clothes they wear. (DC)
- MATTFAS086: You can tell a lot about a person by the clothes they wear. (DS)
- MATTFAS087: You can tell a lot about a person by the clothes they wear. (AS)
- MATTFAS088: You can tell a lot about a person by the clothes they wear. (AC)
- MATTFAS089: Clothes made by fashion designers are more appealing. (DC)
- MATTFAS090: Clothes made by fashion designers are more appealing. (DS)
- MATTFAS091: Clothes made by fashion designers are more appealing. (AS)
- MATTFAS092: Clothes made by fashion designers are more appealing. (AC)
- MATTFAS093: Im willing to use the Internet to shop for fashion products. (DC)
- MATTFAS094: Im willing to use the Internet to shop for fashion products. (DS)
- MATTFAS095: Im willing to use the Internet to shop for fashion products. (AS)
- MATTFAS096: Im willing to use the Internet to shop for fashion products. (AC)
- MATTFAS097: I generally wear sunscreen. (DC)
- MATTFAS098: I generally wear sunscreen. (DS)
- MATTFAS099: I generally wear sunscreen. (AS)
- MATTFAS100: I generally wear sunscreen. (AC)
- MATTFAS101: I prefer to shop for fashion products on my own rather than with friends. (DC)
- MATTFAS102: I prefer to shop for fashion products on my own rather than with friends. (DS)
- MATTFAS103: I prefer to shop for fashion products on my own rather than with friends. (AS)
- MATTFAS104: I prefer to shop for fashion products on my own rather than with friends. (AC)
- MATTFAS105: I dress more to please myself than others. (DC)
- MATTFAS106: I dress more to please myself than others. (DS)
- MATTFAS107: I dress more to please myself than others. (AS)
- MATTFAS108: I dress more to please myself than others. (AC)
- MATTFAS109: I would consider having a cosmetic surgery or procedure to improve my appearance. (DC)
- MATTFAS110: I would consider having a cosmetic surgery or procedure to improve my appearance. (DS)
- MATTFAS111: I would consider having a cosmetic surgery or procedure to improve my appearance. (AS)

MATTFAS112: I would consider having a cosmetic surgery or procedure to improve my appearance. (AC)  
 MATTFAS113: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DC)  
 MATTFAS114: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DS)  
 MATTFAS115: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AS)  
 MATTFAS116: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AC)  
 MATTFAS117: Maintaining a youthful appearance is important to me (DC)  
 MATTFAS118: Maintaining a youthful appearance is important to me (DS)  
 MATTFAS119: Maintaining a youthful appearance is important to me (AS)  
 MATTFAS120: Maintaining a youthful appearance is important to me (AC)  
 MATTFAS121: I judge others by how put together they look (DC)  
 MATTFAS122: I judge others by how put together they look (DS)  
 MATTFAS123: I judge others by how put together they look (AS)  
 MATTFAS124: I judge others by how put together they look (AC)  
 MATTFAS125: It is important to me to be well-groomed (DC)  
 MATTFAS126: It is important to me to be well-groomed (DS)  
 MATTFAS127: It is important to me to be well-groomed (AS)  
 MATTFAS128: It is important to me to be well-groomed (AC)  
 Finance  
 MATTFIN001: I regularly read financial news or financial publications. (DC)  
 MATTFIN002: I regularly read financial news or financial publications. (DS)  
 MATTFIN003: I regularly read financial news or financial publications. (AS)  
 MATTFIN004: I regularly read financial news or financial publications. (AC)  
 MATTFIN005: I hate to borrow money (DC)  
 MATTFIN006: I hate to borrow money (DS)  
 MATTFIN007: I hate to borrow money (AS)  
 MATTFIN008: I hate to borrow money (AC)  
 MATTFIN009: My parents tend/tended to be savers. (DC)  
 MATTFIN010: My parents tend/tended to be savers. (DS)  
 MATTFIN011: My parents tend/tended to be savers. (AS)  
 MATTFIN012: My parents tend/tended to be savers. (AC)  
 MATTFIN013: I would be happy to use the Internet to carry out day to day banking transactions. (DC)  
 MATTFIN014: I would be happy to use the Internet to carry out day to day banking transactions. (DS)  
 MATTFIN015: I would be happy to use the Internet to carry out day to day banking transactions. (AS)  
 MATTFIN016: I would be happy to use the Internet to carry out day to day banking transactions. (AC)  
 MATTFIN017: I often take the opportunity to share knowledge of financial prods/svcs with others. (DC)  
 MATTFIN018: I often take the opportunity to share knowledge of financial prods/svcs with others. (DS)  
 MATTFIN019: I often take the opportunity to share knowledge of financial prods/svcs with others. (AS)  
 MATTFIN020: I often take the opportunity to share knowledge of financial prods/svcs with others. (AC)  
 MATTFIN021: I always know broadly how much is in my bank account at any one time. (DC)  
 MATTFIN022: I always know broadly how much is in my bank account at any one time. (DS)  
 MATTFIN023: I always know broadly how much is in my bank account at any one time. (AS)  
 MATTFIN024: I always know broadly how much is in my bank account at any one time. (AC)  
 MATTFIN025: There are one or two financial institutions that I always turn to first. (DC)  
 MATTFIN026: There are one or two financial institutions that I always turn to first. (DS)  
 MATTFIN027: There are one or two financial institutions that I always turn to first. (AS)  
 MATTFIN028: There are one or two financial institutions that I always turn to first. (AC)  
 MATTFIN029: It is better for me to invest in a low-risk investment even if the return is lower. (DC)

MATTFIN030: It is better for me to invest in a low-risk investment even if the return is lower. (DS)  
 MATTFIN031: It is better for me to invest in a low-risk investment even if the return is lower. (AS)  
 MATTFIN032: It is better for me to invest in a low-risk investment even if the return is lower. (AC)  
 MATTFIN033: The way I deal with my finances reflects how my parents dealt with theirs. (DC)  
 MATTFIN034: The way I deal with my finances reflects how my parents dealt with theirs. (DS)  
 MATTFIN035: The way I deal with my finances reflects how my parents dealt with theirs. (AS)  
 MATTFIN036: The way I deal with my finances reflects how my parents dealt with theirs. (AC)  
 MATTFIN037: When I find a financial prod/svc that I like I typically reco it to people I know. (DC)  
 MATTFIN038: When I find a financial prod/svc that I like I typically reco it to people I know. (DS)  
 MATTFIN039: When I find a financial prod/svc that I like I typically reco it to people I know. (AS)  
 MATTFIN040: When I find a financial prod/svc that I like I typically reco it to people I know. (AC)  
 MATTFIN041: You are better off having what you want now as you never know what tomorrow brings. (DC)  
 MATTFIN042: You are better off having what you want now as you never know what tomorrow brings. (DS)  
 MATTFIN043: You are better off having what you want now as you never know what tomorrow brings. (AS)  
 MATTFIN044: You are better off having what you want now as you never know what tomorrow brings. (AC)  
 MATTFIN045: I like to take risks when investing for the chance of a high return. (DC)  
 MATTFIN046: I like to take risks when investing for the chance of a high return. (DS)  
 MATTFIN047: I like to take risks when investing for the chance of a high return. (AS)  
 MATTFIN048: I like to take risks when investing for the chance of a high return. (AC)  
 MATTFIN049: I enjoy learning about financial products or services from others. (DC)  
 MATTFIN050: I enjoy learning about financial products or services from others. (DS)  
 MATTFIN051: I enjoy learning about financial products or services from others. (AS)  
 MATTFIN052: I enjoy learning about financial products or services from others. (AC)  
 MATTFIN053: I only save for a specific purpose. (DC)  
 MATTFIN054: I only save for a specific purpose. (DS)  
 MATTFIN055: I only save for a specific purpose. (AS)  
 MATTFIN056: I only save for a specific purpose. (AC)  
 MATTFIN057: Borrowing money makes me feel uncomfortable. (DC)  
 MATTFIN058: Borrowing money makes me feel uncomfortable. (DS)  
 MATTFIN059: Borrowing money makes me feel uncomfortable. (AS)  
 MATTFIN060: Borrowing money makes me feel uncomfortable. (AC)  
 MATTFIN061: People often ask my advice about financial matters. (DC)  
 MATTFIN062: People often ask my advice about financial matters. (DS)  
 MATTFIN063: People often ask my advice about financial matters. (AS)  
 MATTFIN064: People often ask my advice about financial matters. (AC)  
 MATTFIN065: I hate having to go to the branch of my bank or savings institution. (DC)  
 MATTFIN066: I hate having to go to the branch of my bank or savings institution. (DS)  
 MATTFIN067: I hate having to go to the branch of my bank or savings institution. (AS)  
 MATTFIN068: I hate having to go to the branch of my bank or savings institution. (AC)  
 MATTFIN069: I find the ups and downs of the financial markets exciting. (DC)  
 MATTFIN070: I find the ups and downs of the financial markets exciting. (DS)  
 MATTFIN071: I find the ups and downs of the financial markets exciting. (AS)

MATTFIN072: I find the ups and downs of the financial markets exciting. (AC)  
 MATTFIN073: I often ask the advice of others about financial products or services. (DC)  
 MATTFIN074: I often ask the advice of others about financial products or services. (DS)  
 MATTFIN075: I often ask the advice of others about financial products or services. (AS)  
 MATTFIN076: I often ask the advice of others about financial products or services. (AC)  
 MATTFIN077: Im happy to use the phone for banking transactions. (DC)  
 MATTFIN078: Im happy to use the phone for banking transactions. (DS)  
 MATTFIN079: Im happy to use the phone for banking transactions. (AS)  
 MATTFIN080: Im happy to use the phone for banking transactions. (AC)  
 MATTFIN081: Investing in the stock market is too risky for me. (DC)  
 MATTFIN082: Investing in the stock market is too risky for me. (DS)  
 MATTFIN083: Investing in the stock market is too risky for me. (AS)  
 MATTFIN084: Investing in the stock market is too risky for me. (AC)  
 MATTFIN085: The economy directly effects my spending habits. (DC)  
 MATTFIN086: The economy directly effects my spending habits. (DS)  
 MATTFIN087: The economy directly effects my spending habits. (AS)  
 MATTFIN088: The economy directly effects my spending habits. (AC)  
 MATTFIN089: I feel overwhelmed by financial burdens. (DC)  
 MATTFIN090: I feel overwhelmed by financial burdens. (DS)  
 MATTFIN091: I feel overwhelmed by financial burdens. (AS)  
 MATTFIN092: I feel overwhelmed by financial burdens. (AC)  
 MATTFIN093: Investing for the future is very important to me (DC)  
 MATTFIN094: Investing for the future is very important to me (DS)  
 MATTFIN095: Investing for the future is very important to me (AS)  
 MATTFIN096: Investing for the future is very important to me (AC)  
 Food  
 MATTFOO001: Food Attitudes: I try to eat healthy and pay attention to my nutrition. (DC)  
 MATTFOO002: Food Attitudes: I try to eat healthy and pay attention to my nutrition. (DS)  
 MATTFOO003: Food Attitudes: I try to eat healthy and pay attention to my nutrition. (AS)  
 MATTFOO004: Food Attitudes: I try to eat healthy 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 stock up. (DC)  
 MATTFOO018: Food Attitudes: If a food item is on sale I stock up. (DS)  
 MATTFOO019: Food Attitudes: If a food item is on sale I stock up. (AS)  
 MATTFOO020: Food Attitudes: If a food item is on sale I 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 decide when food shopping. (DC)  
 MATTFOO026: Food Attitudes: I rely on product labels to decide when food shopping. (DS)  
 MATTFOO027: Food Attitudes: I rely on product labels to decide when food shopping. (AS)  
 MATTFOO028: Food Attitudes: I rely on product labels to decide 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. (DC)  
 MATTFOO038: Food Attitudes: I only buy food items that are name-brand. (DS)  
 MATTFOO039: Food Attitudes: I only buy food items that are name-brand. (AS)  
 MATTFOO040: Food Attitudes: I only buy food items that are name-brand. (AC)  
 MATTFOO041: Food Attitudes: I evaluate the nutrition of menu items at restaurant. (DC)  
 MATTFOO042: Food Attitudes: I evaluate the nutrition of menu items at restaurant. (DS)  
 MATTFOO043: Food Attitudes: I evaluate the nutrition of menu items at restaurant. (AS)  
 MATTFOO044: Food Attitudes: I evaluate the nutrition of menu items at restaurant. (AC)  
 MATTFOO045: Food Attitudes: I typically recommend food products I like to people I know. (DC)  
 MATTFOO046: Food Attitudes: I typically recommend food products I like to people I know. (DS)  
 MATTFOO047: Food Attitudes: I typically recommend food products I like to people I know. (AS)  
 MATTFOO048: Food Attitudes: I typically recommend food products I like to people I know. (AC)  
 MATTFOO049: Food Attitudes: I dont allow junk food in my home. (DC)  
 MATTFOO050: Food Attitudes: I dont allow junk food in my home. (DS)  
 MATTFOO051: Food Attitudes: I dont allow junk food in my home. (AS)  
 MATTFOO052: Food Attitudes: I dont allow junk food in my home. (AC)  
 MATTFOO053: Food Attitudes: When I find a restaurant I like I stick with it. (DC)  
 MATTFOO054: Food Attitudes: When I find a restaurant I like I stick with it. (DS)  
 MATTFOO055: Food Attitudes: When I find a restaurant I like I stick with it. (AS)  
 MATTFOO056: Food Attitudes: When I find a restaurant I like I stick with it. (AC)  
 MATTFOO057: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (DC)  
 MATTFOO058: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (DS)  
 MATTFOO059: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (AS)  
 MATTFOO060: Food Attitudes: Frozen dinners are a convenient alternative for a meal. (AC)  
 MATTFOO061: Food Attitudes: Eating at a fast food restaurant is fun. (DC)  
 MATTFOO062: Food Attitudes: Eating at a fast food restaurant is fun. (DS)  
 MATTFOO063: Food Attitudes: Eating at a fast food restaurant is fun. (AS)  
 MATTFOO064: Food Attitudes: Eating at a fast food restaurant is fun. (AC)  
 MATTFOO065: Food Attitudes: If generic on sale I will purchase instead of name-brand. (DC)  
 MATTFOO066: Food Attitudes: If generic on sale I will purchase instead of name-brand. (DS)  
 MATTFOO067: Food Attitudes: If generic on sale I will purchase instead of name-brand. (AS)  
 MATTFOO068: Food Attitudes: If generic on sale I will purchase instead of name-brand. (AC)  
 MATTFOO069: Food Attitudes: Im willing to spend more for a quality bottle of wine (DC)  
 MATTFOO070: Food Attitudes: Im willing to spend more for a quality bottle of wine (DS)  
 MATTFOO071: Food Attitudes: Im willing to spend more for a quality bottle of wine (AS)  
 MATTFOO072: Food Attitudes: Im willing to spend more for a quality bottle of wine (AC)  
 MATTFOO073: Food Attitudes: I dont have very much interest in cooking. (DC)  
 MATTFOO074: Food Attitudes: I dont have very much interest in cooking. (DS)  
 MATTFOO075: Food Attitudes: I dont have very much interest in cooking. (AS)

MATTF00076: Food Attitudes: I dont have very much interest in cooking. (AC)	MATTF00127: Food Attitudes: Im a creature of habit and stick to the food I know I like. (AS)
MATTF00077: Food Attitudes: I try to buy foods that are grown or produced locally . (DC)	MATTF00128: Food Attitudes: Im a creature of habit and stick to the food I know I like. (AC)
MATTF00078: Food Attitudes: I try to buy foods that are grown or produced locally . (DS)	MATTF00129: Food Attitudes: I let my children choose when ordering at a restaurant. (DC)
MATTF00079: Food Attitudes: I try to buy foods that are grown or produced locally . (AS)	MATTF00130: Food Attitudes: I let my children choose when ordering at a restaurant. (DS)
MATTF00080: Food Attitudes: I try to buy foods that are grown or produced locally . (AC)	MATTF00131: Food Attitudes: I let my children choose when ordering at a restaurant. (AS)
MATTF00081: Food Attitudes: I enjoy trying different types of food. (DC)	MATTF00132: Food Attitudes: I let my children choose when ordering at a restaurant. (AC)
MATTF00082: Food Attitudes: I enjoy trying different types of food. (DS)	MATTF00133: Food Attitudes: I regularly eat organic foods. (DC)
MATTF00083: Food Attitudes: I enjoy trying different types of food. (AS)	MATTF00134: Food Attitudes: I regularly eat organic foods. (DS)
MATTF00084: Food Attitudes: I enjoy trying different types of food. (AC)	MATTF00135: Food Attitudes: I regularly eat organic foods. (AS)
MATTF00085: Food Attitudes: I indulge my cravings for sweets. (DC)	MATTF00136: Food Attitudes: I regularly eat organic foods. (AC)
MATTF00086: Food Attitudes: I indulge my cravings for sweets. (DS)	MATTF00137: Food Attitudes: Food is a comfort to me (DC)
MATTF00087: Food Attitudes: I indulge my cravings for sweets. (AS)	MATTF00138: Food Attitudes: Food is a comfort to me (DS)
MATTF00088: Food Attitudes: I indulge my cravings for sweets. (AC)	MATTF00139: Food Attitudes: Food is a comfort to me (AS)
MATTF00089: Food Attitudes: Fast food is junk food. (DC)	MATTF00140: Food Attitudes: Food is a comfort to me (AC)
MATTF00090: Food Attitudes: Fast food is junk food. (DS)	MATTF00141: Food Attitudes: I often use recipes when preparing a meal (DC)
MATTF00091: Food Attitudes: Fast food is junk food. (AS)	MATTF00142: Food Attitudes: I often use recipes when preparing a meal (DS)
MATTF00092: Food Attitudes: Fast food is junk food. (AC)	MATTF00143: Food Attitudes: I often use recipes when preparing a meal (AS)
MATTF00093: Food Attitudes: I typically drink wine with dinner (DC)	MATTF00144: Food Attitudes: I often use recipes when preparing a meal (AC)
MATTF00094: Food Attitudes: I typically drink wine with dinner (DS)	MATTF00145: Food Attitudes: Im always on the lookout for quick and easy meal options (DC)
MATTF00095: Food Attitudes: I typically drink wine with dinner (AS)	MATTF00146: Food Attitudes: Im always on the lookout for quick and easy meal options (DS)
MATTF00096: Food Attitudes: I typically drink wine with dinner (AC)	MATTF00147: Food Attitudes: Im always on the lookout for quick and easy meal options (AS)
MATTF00097: Food Attitudes: People often ask my advice about food. (DC)	MATTF00148: Food Attitudes: Im always on the lookout for quick and easy meal options (AC)
MATTF00098: Food Attitudes: People often ask my advice about food. (DS)	MATTF00149: Food Attitudes: I like to see healthier options at fast food restaurants. (DC)
MATTF00099: Food Attitudes: People often ask my advice about food. (AS)	MATTF00150: Food Attitudes: I like to see healthier options at fast food restaurants. (DS)
MATTF00100: Food Attitudes: People often ask my advice about food. (AC)	MATTF00151: Food Attitudes: I like to see healthier options at fast food restaurants. (AS)
MATTF00101: Food Attitudes: I prefer picking up quick meals to cooking meals. (DC)	MATTF00152: Food Attitudes: I like to see healthier options at fast food restaurants. (AC)
MATTF00102: Food Attitudes: I prefer picking up quick meals to cooking meals. (DS)	MATTF00153: Food Attitudes: I use food to bring family together (DC)
MATTF00103: Food Attitudes: I prefer picking up quick meals to cooking meals. (AS)	MATTF00154: Food Attitudes: I use food to bring family together (DS)
MATTF00104: Food Attitudes: I prefer picking up quick meals to cooking meals. (AC)	MATTF00155: Food Attitudes: I use food to bring family together (AS)
MATTF00105: Food Attitudes: Im fine with eating at a restaurant by myself. (DC)	MATTF00156: Food Attitudes: I use food to bring family together (AC)
MATTF00106: Food Attitudes: Im fine with eating at a restaurant by myself. (DS)	MATTF00157: Food Attitudes: I am loyal to my food brands and stick with them (DC)
MATTF00107: Food Attitudes: Im fine with eating at a restaurant by myself. (AS)	MATTF00158: Food Attitudes: I am loyal to my food brands and stick with them (DS)
MATTF00108: Food Attitudes: Im fine with eating at a restaurant by myself. (AC)	MATTF00159: Food Attitudes: I am loyal to my food brands and stick with them (AS)
MATTF00109: Food Attitudes: I dont pay much attention to my intake of fat. (DC)	MATTF00160: Food Attitudes: I am loyal to my food brands and stick with them (AC)
MATTF00110: Food Attitudes: I dont pay much attention to my intake of fat. (DS)	MATTF00161: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (DC)
MATTF00111: Food Attitudes: I dont pay much attention to my intake of fat. (AS)	MATTF00162: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (DS)
MATTF00112: Food Attitudes: I dont pay much attention to my intake of fat. (AC)	MATTF00163: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (AS)
MATTF00113: Food Attitudes: Dinners in my home are usually planned ahead of time. (DC)	MATTF00164: Food Attitudes: I enjoy celebrating special occasions at home with family and friends (AC)
MATTF00114: Food Attitudes: Dinners in my home are usually planned ahead of time. (DS)	MATTF00165: Food Attitudes: I rely on mobile coupons for deals while food shopping (DC)
MATTF00115: Food Attitudes: Dinners in my home are usually planned ahead of time. (AS)	MATTF00166: Food Attitudes: I rely on mobile coupons for deals while food shopping (DS)
MATTF00116: Food Attitudes: Dinners in my home are usually planned ahead of time. (AC)	MATTF00167: Food Attitudes: I rely on mobile coupons for deals while food shopping (AS)
MATTF00117: Food Attitudes: I only eat fast food when Im in a rush. (DC)	MATTF00168: Food Attitudes: I rely on mobile coupons for deals while food shopping (AC)
MATTF00118: Food Attitudes: I only eat fast food when Im in a rush. (DS)	MATTF00169: Food Attitudes: I snack often (DC)
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)	



MATTFOO170: Food Attitudes: I snack often (DS)	MATTGEN039: General Attitudes: I am interested in finding out how I can help the environment (AS)
MATTFOO171: Food Attitudes: I snack often (AS)	MATTGEN040: General Attitudes: I am interested in finding out how I can help the environment (AC)
MATTFOO172: Food Attitudes: I snack often (AC)	MATTGEN041: General Attitudes: I dont mind giving up my personal time for work (DC)
MATTFOO173: Food Attitudes: I like to try new recipes when I entertain (DC)	MATTGEN042: General Attitudes: I dont mind giving up my personal time for work (DS)
MATTFOO174: Food Attitudes: I like to try new recipes when I entertain (DS)	MATTGEN043: General Attitudes: I dont mind giving up my personal time for work (AS)
MATTFOO175: Food Attitudes: I like to try new recipes when I entertain (AS)	MATTGEN044: General Attitudes: I dont mind giving up my personal time for work (AC)
MATTFOO176: Food Attitudes: I like to try new recipes when I entertain (AC)	MATTGEN045: General Attitudes: Risk-taking is exciting to me (DC)
General Attitudes	MATTGEN046: General Attitudes: Risk-taking is exciting to me (DS)
MATTGEN001: General Attitudes: I try to eat dinner with my family almost every night (DC)	MATTGEN047: General Attitudes: Risk-taking is exciting to me (AS)
MATTGEN002: General Attitudes: I try to eat dinner with my family almost every night (DS)	MATTGEN048: General Attitudes: Risk-taking is exciting to me (AC)
MATTGEN003: General Attitudes: I try to eat dinner with my family almost every night (AS)	MATTGEN049: General Attitudes: I am very interested in the fine arts (DC)
MATTGEN004: General Attitudes: I try to eat dinner with my family almost every night (AC)	MATTGEN050: General Attitudes: I am very interested in the fine arts (DS)
MATTGEN005: General Attitudes: I am so busy I often cant finish everything I need to in a day (DC)	MATTGEN051: General Attitudes: I am very interested in the fine arts (AS)
MATTGEN006: General Attitudes: I am so busy I often cant finish everything I need to in a day (DS)	MATTGEN052: General Attitudes: I am very interested in the fine arts (AC)
MATTGEN007: General Attitudes: I am so busy I often cant finish everything I need to in a day (AS)	MATTGEN053: General Attitudes: I purchase products to help organize my life (DC)
MATTGEN008: General Attitudes: I am so busy I often cant finish everything I need to in a day (AC)	MATTGEN054: General Attitudes: I purchase products to help organize my life (DS)
MATTGEN009: General Attitudes: I strive to achieve a high social status (DC)	MATTGEN055: General Attitudes: I purchase products to help organize my life (AS)
MATTGEN010: General Attitudes: I strive to achieve a high social status (DS)	MATTGEN056: General Attitudes: I purchase products to help organize my life (AC)
MATTGEN011: General Attitudes: I strive to achieve a high social status (AS)	MATTGEN057: General Attitudes: Religion should be the pillar of our society (DC)
MATTGEN012: General Attitudes: I strive to achieve a high social status (AC)	MATTGEN058: General Attitudes: Religion should be the pillar of our society (DS)
MATTGEN013: General Attitudes: The government should pay more attention to environmental issues (DC)	MATTGEN059: General Attitudes: Religion should be the pillar of our society (AS)
MATTGEN014: General Attitudes: The government should pay more attention to environmental issues (DS)	MATTGEN060: General Attitudes: Religion should be the pillar of our society (AC)
MATTGEN015: General Attitudes: The government should pay more attention to environmental issues (AS)	MATTGEN061: General Attitudes: I often find myself in a leadership position (DC)
MATTGEN016: General Attitudes: The government should pay more attention to environmental issues (AC)	MATTGEN062: General Attitudes: I often find myself in a leadership position (DS)
MATTGEN017: General Attitudes: I like to shower my loved ones with gifts (DC)	MATTGEN063: General Attitudes: I often find myself in a leadership position (AS)
MATTGEN018: General Attitudes: I like to shower my loved ones with gifts (DS)	MATTGEN064: General Attitudes: I often find myself in a leadership position (AC)
MATTGEN019: General Attitudes: I like to shower my loved ones with gifts (AS)	MATTGEN065: General Attitudes: I like to live a lifestyle that impresses others (DC)
MATTGEN020: General Attitudes: I like to shower my loved ones with gifts (AC)	MATTGEN066: General Attitudes: I like to live a lifestyle that impresses others (DS)
MATTGEN021: General Attitudes: I like to give the impression that my life is under control (DC)	MATTGEN067: General Attitudes: I like to live a lifestyle that impresses others (AS)
MATTGEN022: General Attitudes: I like to give the impression that my life is under control (DS)	MATTGEN068: General Attitudes: I like to live a lifestyle that impresses others (AC)
MATTGEN023: General Attitudes: I like to give the impression that my life is under control (AS)	MATTGEN069: General Attitudes: Spending time with my family is my top priority (DC)
MATTGEN024: General Attitudes: I like to give the impression that my life is under control (AC)	MATTGEN070: General Attitudes: Spending time with my family is my top priority (DS)
MATTGEN025: General Attitudes: Given the choice I would be my own boss (DC)	MATTGEN071: General Attitudes: Spending time with my family is my top priority (AS)
MATTGEN026: General Attitudes: Given the choice I would be my own boss (DS)	MATTGEN072: General Attitudes: Spending time with my family is my top priority (AC)
MATTGEN027: General Attitudes: Given the choice I would be my own boss (AS)	MATTGEN073: General Attitudes: I work primarily for the salary (DC)
MATTGEN028: General Attitudes: Given the choice I would be my own boss (AC)	MATTGEN074: General Attitudes: I work primarily for the salary (DS)
MATTGEN029: General Attitudes: Prayer is a part of my daily life (DC)	MATTGEN075: General Attitudes: I work primarily for the salary (AS)
MATTGEN030: General Attitudes: Prayer is a part of my daily life (DS)	MATTGEN076: General Attitudes: I work primarily for the salary (AC)
MATTGEN031: General Attitudes: Prayer is a part of my daily life (AS)	MATTGEN077: General Attitudes: I prefer a set routine in my daily life (DC)
MATTGEN032: General Attitudes: Prayer is a part of my daily life (AC)	MATTGEN078: General Attitudes: I prefer a set routine in my daily life (DS)
MATTGEN033: General Attitudes: Marriage should only be legal between a man and a woman (DC)	MATTGEN079: General Attitudes: I prefer a set routine in my daily life (AS)
MATTGEN034: General Attitudes: Marriage should only be legal between a man and a woman (DS)	MATTGEN080: General Attitudes: I prefer a set routine in my daily life (AC)
MATTGEN035: General Attitudes: Marriage should only be legal between a man and a woman (AS)	MATTGEN081: General Attitudes: Global warming is a serious threat (DC)
MATTGEN036: General Attitudes: Marriage should only be legal between a man and a woman (AC)	MATTGEN082: General Attitudes: Global warming is a serious threat (DS)
MATTGEN037: General Attitudes: I am interested in finding out how I can help the environment (DC)	MATTGEN083: General Attitudes: Global warming is a serious threat (AS)
MATTGEN038: General Attitudes: I am interested in finding out how I can help the environment (DS)	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 Att: I feel really good about seeing media celebrities of my ethnicity. (DC)  
 MATTGEN090: General Att: I feel really good about seeing media celebrities of my ethnicity. (DS)  
 MATTGEN091: General Att: I feel really good about seeing media celebrities of my ethnicity. (AS)  
 MATTGEN092: General Att: I feel really good about seeing media celebrities of my ethnicity. (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 company's environmental record is important in my buying (DC)  
 MATTGEN138: General Attitudes: A company's environmental record is important in my buying (DS)  
 MATTGEN139: General Attitudes: A company's environmental record is important in my buying (AS)  
 MATTGEN140: General Attitudes: A company's environmental record is important in my buying (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 Att: Its important that my children continue my familys cultural traditions (DC)  
 MATTGEN166: General Att: Its important that my children continue my familys cultural traditions (DS)  
 MATTGEN167: General Att: Its important that my children continue my familys cultural traditions (AS)  
 MATTGEN168: General Att: Its important that my children continue my familys cultural traditions (AC)  
 MATTGEN169: General Att: Family is important but other interests that are equally important. (DC)  
 MATTGEN170: General Att: Family is important but other interests that are equally important. (DS)  
 MATTGEN171: General Att: Family is important but other interests that are equally important. (AS)  
 MATTGEN172: General Att: Family is important but 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)	MATTGEN215: General Attitudes: I enjoy maintaining traditions (AS)
MATTGEN175: General Attitudes: I consider myself to be very sociable. (AS)	MATTGEN216: General Attitudes: I enjoy maintaining traditions (AC)
MATTGEN176: General Attitudes: I consider myself to be very sociable. (AC)	MATTGEN217: General Attitudes: Im more connected to my ethnic heritage than my parents are (DC)
MATTGEN177: General Attitudes: People who are worried about the environment are overreacting. (DC)	MATTGEN218: General Attitudes: Im more connected to my ethnic heritage than my parents are (DS)
MATTGEN178: General Attitudes: People who are worried about the environment are overreacting. (DS)	MATTGEN219: General Attitudes: Im more connected to my ethnic heritage than my parents are (AS)
MATTGEN179: General Attitudes: People who are worried about the environment are overreacting. (AS)	MATTGEN220: General Attitudes: Im more connected to my ethnic heritage than my parents are (AC)
MATTGEN180: General Attitudes: People who are worried about the environment are overreacting. (AC)	MATTGEN221: General Attitudes: I love keeping up with celebrity news and gossip (DC)
MATTGEN181: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DC)	MATTGEN222: General Attitudes: I love keeping up with celebrity news and gossip (DS)
MATTGEN182: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DS)	MATTGEN223: General Attitudes: I love keeping up with celebrity news and gossip (AS)
MATTGEN183: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AS)	MATTGEN224: General Attitudes: I love keeping up with celebrity news and gossip (AC)
MATTGEN184: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AC)	MATTGEN225: General Attitudes: To me it is important to keep up-to-date with news/current affairs (DC)
MATTGEN185: General Attitudes: I frequently wish I had more time to spend with my family. (DC)	MATTGEN226: General Attitudes: To me it is important to keep up-to-date with news/current affairs (DS)
MATTGEN186: General Attitudes: I frequently wish I had more time to spend with my family. (DS)	MATTGEN227: General Attitudes: To me it is important to keep up-to-date with news/current affairs (AS)
MATTGEN187: General Attitudes: I frequently wish I had more time to spend with my family. (AS)	MATTGEN228: General Attitudes: To me it is important to keep up-to-date with news/current affairs (AC)
MATTGEN188: General Attitudes: I frequently wish I had more time to spend with my family. (AC)	MATTGEN229: General Attitudes: Pets deserve to be pampered (DC)
MATTGEN189: General Attitudes: I would continue working even if I won the lottery. (DC)	MATTGEN230: General Attitudes: Pets deserve to be pampered (DS)
MATTGEN190: General Attitudes: I would continue working even if I won the lottery. (DS)	MATTGEN231: General Attitudes: Pets deserve to be pampered (AS)
MATTGEN191: General Attitudes: I would continue working even if I won the lottery. (AS)	MATTGEN232: General Attitudes: Pets deserve to be pampered (AC)
MATTGEN192: General Attitudes: I would continue working even if I won the lottery. (AC)	MATTGEN233: General Attitudes: I choose a small group of friends rather than many acquaintances (DC)
MATTGEN193: General Attitudes: I make sure I take time for myself each day. (DC)	MATTGEN234: General Attitudes: I choose a small group of friends rather than many acquaintances (DS)
MATTGEN194: General Attitudes: I make sure I take time for myself each day. (DS)	MATTGEN235: General Attitudes: I choose a small group of friends rather than many acquaintances (AS)
MATTGEN195: General Attitudes: I make sure I take time for myself each day. (AS)	MATTGEN236: General Attitudes: I choose a small group of friends rather than many acquaintances (AC)
MATTGEN196: General Attitudes: I make sure I take time for myself each day. (AC)	MATTGEN237: General Attitudes: I avoid confrontation whenever possible. (DC)
MATTGEN197: General Attitudes: Juggling family and work demands is very stressful for me (DC)	MATTGEN238: General Attitudes: I avoid confrontation whenever possible. (DS)
MATTGEN198: General Attitudes: Juggling family and work demands is very stressful for me (DS)	MATTGEN239: General Attitudes: I avoid confrontation whenever possible. (AS)
MATTGEN199: General Attitudes: Juggling family and work demands is very stressful for me (AS)	MATTGEN240: General Attitudes: I avoid confrontation whenever possible. (AC)
MATTGEN200: General Attitudes: Juggling family and work demands is very stressful for me (AC)	MATTGEN241: General Attitudes: I consider my work to be a career not just a job. (DC)
MATTGEN201: General Attitudes: I see myself as somewhat of a loner. (DC)	MATTGEN242: General Attitudes: I consider my work to be a career not just a job. (DS)
MATTGEN202: General Attitudes: I see myself as somewhat of a loner. (DS)	MATTGEN243: General Attitudes: I consider my work to be a career not just a job. (AS)
MATTGEN203: General Attitudes: I see myself as somewhat of a loner. (AS)	MATTGEN244: General Attitudes: I consider my work to be a career not just a job. (AC)
MATTGEN204: General Attitudes: I see myself as somewhat of a loner. (AC)	MATTGEN245: General Attitudes: I am willing to take charge to get things done (DC)
MATTGEN205: General Attitudes: My home is an expression of my personal style. (DC)	MATTGEN246: General Attitudes: I am willing to take charge to get things done (DS)
MATTGEN206: General Attitudes: My home is an expression of my personal style. (DS)	MATTGEN247: General Attitudes: I am willing to take charge to get things done (AS)
MATTGEN207: General Attitudes: My home is an expression of my personal style. (AS)	MATTGEN248: General Attitudes: I am willing to take charge to get things done (AC)
MATTGEN208: General Attitudes: My home is an expression of my personal style. (AC)	MATTGEN249: General Attitudes: I can tell my home is clean by the way it smells (DC)
MATTGEN209: General Attitudes: I consider myself outspoken (DC)	MATTGEN250: General Attitudes: I can tell my home is clean by the way it smells (DS)
MATTGEN210: General Attitudes: I consider myself outspoken (DS)	MATTGEN251: General Attitudes: I can tell my home is clean by the way it smells (AS)
MATTGEN211: General Attitudes: I consider myself outspoken (AS)	MATTGEN252: General Attitudes: I can tell my home is clean by the way it smells (AC)
MATTGEN212: General Attitudes: I consider myself outspoken (AC)	MATTGEN253: General Attitudes: I buy gifts to express gratitude (DC)
MATTGEN213: General Attitudes: I enjoy maintaining traditions (DC)	MATTGEN254: General Attitudes: I buy gifts to express gratitude (DS)
MATTGEN214: General Attitudes: I enjoy maintaining traditions (DS)	MATTGEN255: General Attitudes: I buy gifts to express gratitude (AS)

MATTGEN256: General Attitudes: I buy gifts to express gratitude (AC)

GfK Roper Values Activities

MATTGFK001: Gfk Activities: With kids/grandkids # Hours: Heavy  
 MATTGFK002: Gfk Activities: With kids/grandkids # Hours: Medium  
 MATTGFK003: Gfk Activities: With kids/grandkids # Hours: Light  
 MATTGFK004: Gfk Activities: With kids/grandkids No activity indicated  
 MATTGFK005: Gfk Activities: With your spouse or significant other # Hours: Heavy  
 MATTGFK006: Gfk Activities: With your spouse or significant other # Hours: Medium  
 MATTGFK007: Gfk Activities: With your spouse or significant other # Hours: Light  
 MATTGFK008: Gfk Activities: With your spouse or significant other No activity indicated  
 MATTGFK009: Gfk Activities: Watching television or movies at home # Hours: Heavy  
 MATTGFK010: Gfk Activities: Watching television or movies at home # Hours: Medium  
 MATTGFK011: Gfk Activities: Watching television or movies at home # Hours: Light  
 MATTGFK012: Gfk Activities: Watching television or movies at home No activity indicated  
 MATTGFK013: Gfk Activities: At your personal computer including the Internet # Hours: Heavy  
 MATTGFK014: Gfk Activities: At your personal computer including the Internet # Hours: Medium  
 MATTGFK015: Gfk Activities: At your personal computer including the Internet # Hours: Light  
 MATTGFK016: Gfk Activities: At your personal computer including the Internet No activity indicated  
 MATTGFK017: Gfk Activities: Reading # Hours: Heavy  
 MATTGFK018: Gfk Activities: Reading # Hours: Medium  
 MATTGFK019: Gfk Activities: Reading # Hours: Light  
 MATTGFK020: Gfk Activities: Reading No activity indicated  
 MATTGFK021: Gfk Activities: Doing fun and exciting things # Hours: Heavy  
 MATTGFK022: Gfk Activities: Doing fun and exciting things # Hours: Medium  
 MATTGFK023: Gfk Activities: Doing fun and exciting things # Hours: Light  
 MATTGFK024: Gfk Activities: Doing fun and exciting things No activity indicated  
 MATTGFK025: Gfk Activities: Learning new things or expanding your knowledge # Hours: Heavy  
 MATTGFK026: Gfk Activities: Learning new things or expanding your knowledge # Hours: Medium  
 MATTGFK027: Gfk Activities: Learning new things or expanding your knowledge # Hours: Light  
 MATTGFK028: Gfk Activities: Learning new things or expanding your knowledge No activity indicated  
 MATTGFK029: Gfk Activities: Gardening or yard work # Hours: Heavy  
 MATTGFK030: Gfk Activities: Gardening or yard work # Hours: Medium  
 MATTGFK031: Gfk Activities: Gardening or yard work # Hours: Light  
 MATTGFK032: Gfk Activities: Gardening or yard work No activity indicated  
 MATTGFK033: Gfk Activities: Housework # Hours: Heavy  
 MATTGFK034: Gfk Activities: Housework # Hours: Medium  
 MATTGFK035: Gfk Activities: Housework # Hours: Light  
 MATTGFK036: Gfk Activities: Housework No activity indicated  
 MATTGFK037: Gfk Activities: Cooking # Hours: Heavy  
 MATTGFK038: Gfk Activities: Cooking # Hours: Medium  
 MATTGFK039: Gfk Activities: Cooking # Hours: Light  
 MATTGFK040: Gfk Activities: Cooking No activity indicated  
 MATTGFK041: Gfk Activities: Working on your automobile # Hours: Heavy  
 MATTGFK042: Gfk Activities: Working on your automobile # Hours: Medium  
 MATTGFK043: Gfk Activities: Working on your automobile # Hours: Light  
 MATTGFK044: Gfk Activities: Working on your automobile No activity indicated  
 MATTGFK045: Gfk Activities: Alone # Hours: Heavy  
 MATTGFK046: Gfk Activities: Alone # Hours: Medium  
 MATTGFK047: Gfk Activities: Alone # Hours: Light  
 MATTGFK048: Gfk Activities: Alone No activity indicated  
 MATTGFK049: Gfk Activities: Commuting to and from work # Hours: Heavy  
 MATTGFK050: Gfk Activities: Commuting to and from work # Hours: Medium  
 MATTGFK051: Gfk Activities: Commuting to and from work # Hours: Light

MATTGFK052: Gfk Activities: Commuting to and from work No activity indicated  
 MATTGFK053: Gfk Activities: At schools or any organizations other than church # Hours: Heavy  
 MATTGFK054: Gfk Activities: At schools or any organizations other than church # Hours: Medium  
 MATTGFK055: Gfk Activities: At schools or any organizations other than church # Hours: Light  
 MATTGFK056: Gfk Activities: At schools or any organizations other than church No activity indicated  
 MATTGFK057: Gfk Activities: Socializing/doing things with friends around town # Hours: Heavy  
 MATTGFK058: Gfk Activities: Socializing/doing things with friends around town # Hours: Medium  
 MATTGFK059: Gfk Activities: Socializing/doing things with friends around town # Hours: Light  
 MATTGFK060: Gfk Activities: Socializing/doing things with friends around town No activity indicated  
 MATTGFK061: Gfk Activities: Working at a paid job outside of home # Hours: Heavy  
 MATTGFK062: Gfk Activities: Working at a paid job outside of home # Hours: Medium  
 MATTGFK063: Gfk Activities: Working at a paid job outside of home # Hours: Light  
 MATTGFK064: Gfk Activities: Working at a paid job outside of home No activity indicated  
 MATTGFK065: Gfk Activities: Working at a paid job at home # Hours: Heavy  
 MATTGFK066: Gfk Activities: Working at a paid job at home # Hours: Medium  
 MATTGFK067: Gfk Activities: Working at a paid job at home # Hours: Light  
 MATTGFK068: Gfk Activities: Working at a paid job at home No activity indicated  
 MATTGFK069: Gfk Activities: Exercising # Hours: Heavy  
 MATTGFK070: Gfk Activities: Exercising # Hours: Medium  
 MATTGFK071: Gfk Activities: Exercising # Hours: Light  
 MATTGFK072: Gfk Activities: Exercising No activity indicated  
 MATTGFK073: Gfk Activities: Number of hours sleep each night # Hours: Heavy  
 MATTGFK074: Gfk Activities: Number of hours sleep each night # Hours: Medium  
 MATTGFK075: Gfk Activities: Number of hours sleep each night # Hours: Light  
 MATTGFK076: Gfk 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)	MATTGFK128: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Very Imp)
MATTGFK092: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Very Imp)	MATTGFK133: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Avg Imp)
MATTGFK097: GFK Roper Vals Q: Creativity: Being creative imaginative (Avg Imp)	MATTGFK132: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Not Imp)
MATTGFK096: GFK Roper Vals Q: Creativity: Being creative imaginative (Not Imp)	MATTGFK131: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Very Imp)
MATTGFK095: GFK Roper Vals Q: Creativity: Being creative imaginative (Very Imp)	MATTGFK136: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Avg Imp)
MATTGFK100: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Avg Imp)	MATTGFK135: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Not Imp)
MATTGFK099: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Not Imp)	MATTGFK134: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Very Imp)
MATTGFK098: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Very Imp)	MATTGFK139: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Avg Imp)
MATTGFK103: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Avg Imp)	MATTGFK138: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Not Imp)
MATTGFK102: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Not Imp)	MATTGFK137: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Very Imp)
MATTGFK101: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Very Imp)	MATTGFK142: GFK Roper Vals Q: Respecting ancestors (Avg Imp)
MATTGFK106: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Avg Imp)	MATTGFK141: GFK Roper Vals Q: Respecting ancestors (Not Imp)
MATTGFK105: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Not Imp)	MATTGFK140: GFK Roper Vals Q: Respecting ancestors (Very Imp)
MATTGFK104: GFK Roper Vals Q: Public image: Protecting my reputation saving face (Very Imp)	MATTGFK145: GFK Roper Vals Q: Following traditional gender roles (Avg Imp)
MATTGFK109: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Avg Imp)	MATTGFK144: GFK Roper Vals Q: Following traditional gender roles (Not Imp)
MATTGFK108: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Not Imp)	MATTGFK143: GFK Roper Vals Q: Following traditional gender roles (Very Imp)
MATTGFK107: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Very Imp)	MATTGFK148: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Avg Imp)
MATTGFK112: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Avg Imp)	MATTGFK147: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Not Imp)
MATTGFK111: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Not Imp)	MATTGFK146: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Very Imp)
MATTGFK110: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Very Imp)	MATTGFK151: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Avg Imp)
MATTGFK115: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Avg Imp)	MATTGFK150: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Not Imp)
MATTGFK114: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Not Imp)	MATTGFK149: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Very Imp)
MATTGFK113: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Very Imp)	MATTGFK154: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Avg Imp)
MATTGFK118: GFK Roper Vals Q: Stable long-term personal relationships and commitments (Avg Imp)	MATTGFK153: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Not Imp)
MATTGFK117: GFK Roper Vals Q: Stable long-term personal relationships and commitments (Not Imp)	MATTGFK152: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Very Imp)
MATTGFK116: GFK Roper Vals Q: Stable long-term personal relationships and commitments (Very Imp)	MATTGFK157: GFK Roper Vals Q: Friendship: Having close supportive friends (Avg Imp)
MATTGFK121: GFK Roper Vals Q: Romance: Having romance in my life (Avg Imp)	MATTGFK156: GFK Roper Vals Q: Friendship: Having close supportive friends (Not Imp)
MATTGFK120: GFK Roper Vals Q: Romance: Having romance in my life (Not Imp)	MATTGFK155: GFK Roper Vals Q: Friendship: Having close supportive friends (Very Imp)
MATTGFK119: GFK Roper Vals Q: Romance: Having romance in my life (Very Imp)	MATTGFK160: GFK Roper Vals Q: Power: Having control over people and resources (Avg Imp)
MATTGFK124: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Avg Imp)	MATTGFK159: GFK Roper Vals Q: Power: Having control over people and resources (Not Imp)
MATTGFK123: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Not Imp)	MATTGFK158: GFK Roper Vals Q: Power: Having control over people and resources (Very Imp)
MATTGFK122: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Very Imp)	MATTGFK163: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Avg Imp)
MATTGFK127: GFK Roper Vals Q: Having fun: Having a good time (Avg Imp)	MATTGFK162: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Not Imp)
MATTGFK126: GFK Roper Vals Q: Having fun: Having a good time (Not Imp)	MATTGFK161: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Very Imp)
MATTGFK125: GFK Roper Vals Q: Having fun: Having a good time (Very Imp)	MATTGFK166: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Avg Imp)
MATTGFK130: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Avg Imp)	MATTGFK165: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Not Imp)
MATTGFK129: GFK Roper Vals Q: Adventure: Seeking adventure and risk (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)	MATTHLT005: I prefer alternative medicine to traditional medical practices. Agree Strongly
MATTGFK171: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Not Imp)	MATTHLT012: Generic medications are as effective as brand-name prescription drugs. Disagree Strongly
MATTGFK170: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Very Imp)	MATTHLT011: Generic medications are as effective as brand-name prescription drugs. Somewhat Disagree
MATTGFK175: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Avg Imp)	MATTHLT010: Generic medications are as effective as brand-name prescription drugs. Somewhat Agree
MATTGFK174: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Not Imp)	MATTHLT009: Generic medications are as effective as brand-name prescription drugs. Agree Strongly
MATTGFK173: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Very Imp)	MATTHLT016: In general I feel I eat right. Disagree Strongly
MATTGFK178: GFK Roper Vals Q: Being youthful: Feeling young (Avg Imp)	MATTHLT015: In general I feel I eat right. Somewhat Disagree
MATTGFK177: GFK Roper Vals Q: Being youthful: Feeling young (Not Imp)	MATTHLT014: In general I feel I eat right. Somewhat Agree
MATTGFK176: GFK Roper Vals Q: Being youthful: Feeling young (Very Imp)	MATTHLT013: In general I feel I eat right. Agree Strongly
MATTGFK181: GFK Roper Vals Q: Excitement: Having stimulating experiences (Avg Imp)	MATTHLT020: In general I think herbal supplements are effective Disagree Strongly
MATTGFK180: GFK Roper Vals Q: Excitement: Having stimulating experiences (Not Imp)	MATTHLT019: In general I think herbal supplements are effective Somewhat Disagree
MATTGFK179: GFK Roper Vals Q: Excitement: Having stimulating experiences (Very Imp)	MATTHLT018: In general I think herbal supplements are effective Somewhat Agree
MATTGFK184: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Avg Imp)	MATTHLT017: In general I think herbal supplements are effective Agree Strongly
MATTGFK183: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Not Imp)	MATTHLT024: I take my prescription medicines exactly as prescribed Disagree Strongly
MATTGFK182: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Very Imp)	MATTHLT023: I take my prescription medicines exactly as prescribed Somewhat Disagree
MATTGFK187: GFK Roper Vals Q: Knowledge: Being well educated (Avg Imp)	MATTHLT022: I take my prescription medicines exactly as prescribed Somewhat Agree
MATTGFK186: GFK Roper Vals Q: Knowledge: Being well educated (Not Imp)	MATTHLT021: I take my prescription medicines exactly as prescribed Agree Strongly
MATTGFK185: GFK Roper Vals Q: Knowledge: Being well educated (Very Imp)	MATTHLT028: Im often first to try the most advanced medicines. Disagree Strongly
MATTGFK190: GFK Roper Vals Q: Simplicity: Keeping your life/mind as uncluttered as possible (Avg Imp)	MATTHLT027: Im often first to try the most advanced medicines. Somewhat Disagree
MATTGFK189: GFK Roper Vals Q: Simplicity: Keeping your life/mind as uncluttered as possible (Not Imp)	MATTHLT026: Im often first to try the most advanced medicines. Somewhat Agree
MATTGFK188: GFK Roper Vals Q: Simplicity: Keeping your life/mind as uncluttered as possible (Very Imp)	MATTHLT025: Im often first to try the most advanced medicines. Agree Strongly
MATTGFK193: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Avg Imp)	MATTHLT032: I prefer popular brand-name drugs even if they cost more Disagree Strongly
MATTGFK192: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Not Imp)	MATTHLT031: I prefer popular brand-name drugs even if they cost more Somewhat Disagree
MATTGFK191: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Very Imp)	MATTHLT030: I prefer popular brand-name drugs even if they cost more Somewhat Agree
MATTGFK196: GFK Roper Vals Q: Working hard: Always giving my best effort (Avg Imp)	MATTHLT029: I prefer popular brand-name drugs even if they cost more Agree Strongly
MATTGFK195: GFK Roper Vals Q: Working hard: Always giving my best effort (Not Imp)	MATTHLT036: I rely on my physician to recommend drug brands. Disagree Strongly
MATTGFK194: GFK Roper Vals Q: Working hard: Always giving my best effort (Very Imp)	MATTHLT035: I rely on my physician to recommend drug brands. Somewhat Disagree
MATTGFK199: GFK Roper Vals Q: Modesty: Being modest self-effacing (Avg Imp)	MATTHLT034: I rely on my physician to recommend drug brands. Somewhat Agree
MATTGFK198: GFK Roper Vals Q: Modesty: Being modest self-effacing (Not Imp)	MATTHLT033: I rely on my physician to recommend drug brands. Agree Strongly
MATTGFK197: GFK Roper Vals Q: Modesty: Being modest self-effacing (Very Imp)	MATTHLT040: In general newer drug brands work better than older brands. Disagree Strongly
MATTGFK202: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Avg Imp)	MATTHLT039: In general newer drug brands work better than older brands. Somewhat Disagree
MATTGFK201: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Not Imp)	MATTHLT038: In general newer drug brands work better than older brands. Somewhat Agree
MATTGFK200: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Very Imp)	MATTHLT037: In general newer drug brands work better than older brands. Agree Strongly
Health	MATTHLT044: If a drug brand works I stick with it Disagree Strongly
MATTHLT004: I go to the doctor regularly for check-ups. Disagree Strongly	MATTHLT043: If a drug brand works I stick with it Somewhat Disagree
MATTHLT003: I go to the doctor regularly for check-ups. Somewhat Disagree	MATTHLT042: If a drug brand works I stick with it Somewhat Agree
MATTHLT002: I go to the doctor regularly for check-ups. Somewhat Agree	MATTHLT041: If a drug brand works I stick with it Agree Strongly
MATTHLT001: I go to the doctor regularly for check-ups. Agree Strongly	MATTHLT048: To save money I would buy prescription drugs from foreign countries Disagree Strongly
MATTHLT008: I prefer alternative medicine to traditional medical practices. Disagree Strongly	MATTHLT047: To save money I would buy prescription drugs from foreign countries Somewhat Disagree
MATTHLT007: I prefer alternative medicine to traditional medical practices. Somewhat Disagree	MATTHLT046: To save money I would buy prescription drugs from foreign countries Somewhat Agree
MATTHLT006: I prefer alternative medicine to traditional medical practices. Somewhat Agree	

MATTHLT045: To save money I would buy prescription drugs from foreign countries Agree Strongly  
 MATTHLT052: Before I begin taking any drug I thoroughly research it Disagree Strongly  
 MATTHLT051: Before I begin taking any drug I thoroughly research it Somewhat Disagree  
 MATTHLT050: Before I begin taking any drug I thoroughly research it Somewhat Agree  
 MATTHLT049: Before I begin taking any drug I thoroughly research it Agree Strongly  
 MATTHLT056: I am willing to take prescription drugs even if not covered by my insurance Disagree Strongly  
 MATTHLT055: I am willing to take prescription drugs even if not covered by my insurance Somewhat Disagree  
 MATTHLT054: I am willing to take prescription drugs even if not covered by my insurance Somewhat Agree  
 MATTHLT053: I am willing to take prescription drugs even if not covered by my insurance Agree Strongly  
 MATTHLT060: Over the counter medications are safer than prescription drugs Disagree Strongly  
 MATTHLT059: Over the counter medications are safer than prescription drugs Somewhat Disagree  
 MATTHLT058: Over the counter medications are safer than prescription drugs Somewhat Agree  
 MATTHLT057: Over the counter medications are safer than prescription drugs Agree Strongly  
 MATTHLT064: I only go to the doctor when Im very ill Disagree Strongly  
 MATTHLT063: I only go to the doctor when Im very ill Somewhat Disagree  
 MATTHLT062: I only go to the doctor when Im very ill Somewhat Agree  
 MATTHLT061: I only go to the doctor when Im very ill Agree Strongly  
 MATTHLT068: Sometimes I skip a dose of my prescription drugs because of worry about side effects Disagree Strongly  
 MATTHLT067: Sometimes I skip a dose of my prescription drugs because of worry about side effects Somewhat Disagree  
 MATTHLT066: Sometimes I skip a dose of my prescription drugs because of worry about side effects Somewhat Agree  
 MATTHLT065: Sometimes I skip a dose of my prescription drugs because of worry about side effects Agree Strongly  
 MATTHLT072: I take medicine as soon as I dont feel well Disagree Strongly  
 MATTHLT071: I take medicine as soon as I dont feel well Somewhat Disagree  
 MATTHLT070: I take medicine as soon as I dont feel well Somewhat Agree  
 MATTHLT069: I take medicine as soon as I dont feel well Agree Strongly  
 MATTHLT076: Medication has improved the quality of my life Disagree Strongly  
 MATTHLT075: Medication has improved the quality of my life Somewhat Disagree  
 MATTHLT074: Medication has improved the quality of my life Somewhat Agree  
 MATTHLT073: Medication has improved the quality of my life Agree Strongly  
 MATTHLT080: I follow a regular exercise routine Disagree Strongly  
 MATTHLT079: I follow a regular exercise routine Somewhat Disagree  
 MATTHLT078: I follow a regular exercise routine Somewhat Agree  
 MATTHLT077: I follow a regular exercise routine Agree Strongly  
 MATTHLT084: My medical conditions limit my lifestyle somewhat Disagree Strongly  
 MATTHLT083: My medical conditions limit my lifestyle somewhat Somewhat Disagree  
 MATTHLT082: My medical conditions limit my lifestyle somewhat Somewhat Agree  
 MATTHLT081: My medical conditions limit my lifestyle somewhat Agree Strongly  
 MATTHLT088: I am always looking for new ways to live a healthier life Disagree Strongly  
 MATTHLT087: I am always looking for new ways to live a healthier life Somewhat Disagree  
 MATTHLT086: I am always looking for new ways to live a healthier life Somewhat Agree  
 MATTHLT085: I am always looking for new ways to live a healthier life Agree Strongly  
 MATTHLT092: I am happy with my weight. Disagree Strongly  
 MATTHLT091: I am happy with my weight. Somewhat Disagree  
 MATTHLT090: I am happy with my weight. Somewhat Agree  
 MATTHLT089: I am happy with my weight. Agree Strongly  
 MATTHLT096: I consult my pharmacist for health advice Disagree Strongly

MATTHLT095: I consult my pharmacist for health advice Somewhat Disagree  
 MATTHLT094: I consult my pharmacist for health advice Somewhat Agree  
 MATTHLT093: I consult my pharmacist for health advice Agree Strongly  
 MATTHLT100: Vitamin supplements improve ones health Disagree Strongly  
 MATTHLT099: Vitamin supplements improve ones health Somewhat Disagree  
 MATTHLT098: Vitamin supplements improve ones health Somewhat Agree  
 MATTHLT097: Vitamin supplements improve ones health Agree Strongly  
 MATTHLT101: The benefits of vaccines outweigh any possible risks Disagree Strongly  
 MATTHLT102: The benefits of vaccines outweigh any possible risks Somewhat Disagree  
 MATTHLT103: The benefits of vaccines outweigh any possible risks Somewhat Agree  
 MATTHLT104: The benefits of vaccines outweigh any possible risks Agree Strongly  
 Interest in Advertising  
 MATTIAD005: TV Advertising gives me useful information about bargains. Disagree strongly  
 MATTIAD004: TV Advertising gives me useful information about bargains. Disagree somewhat  
 MATTIAD003: TV Advertising gives me useful information about bargains. Neutral  
 MATTIAD002: TV Advertising gives me useful information about bargains. Agree somewhat  
 MATTIAD001: TV Advertising gives me useful information about bargains. Agree strongly  
 MATTIAD010: TV Advertising gives me meaningful information about other consumers product use. Disagree strongly  
 MATTIAD009: TV Advertising gives me meaningful information about other consumers product use. Disagree somewhat  
 MATTIAD008: TV Advertising gives me meaningful information about other consumers product use. Neutral  
 MATTIAD007: TV Advertising gives me meaningful information about other consumers product use. Agree somewhat  
 MATTIAD006: TV Advertising gives me meaningful information about other consumers product use. Agree strongly  
 MATTIAD015: TV Advertising gives me useful information about new products and services. Disagree strongly  
 MATTIAD014: TV Advertising gives me useful information about new products and services. Disagree somewhat  
 MATTIAD013: TV Advertising gives me useful information about new products and services. Neutral  
 MATTIAD012: TV Advertising gives me useful information about new products and services. Agree somewhat  
 MATTIAD011: TV Advertising gives me useful information about new products and services. Agree strongly  
 MATTIAD020: For me advertising on TV is amusing. Disagree strongly  
 MATTIAD019: For me advertising on TV is amusing. Disagree somewhat  
 MATTIAD018: For me advertising on TV is amusing. Neutral  
 MATTIAD017: For me advertising on TV is amusing. Agree somewhat  
 MATTIAD016: For me advertising on TV is amusing. Agree strongly  
 MATTIAD025: For me advertising on TV appears at inconvenient moments. Disagree strongly  
 MATTIAD024: For me advertising on TV appears at inconvenient moments. Disagree somewhat  
 MATTIAD023: For me advertising on TV appears at inconvenient moments. Neutral  
 MATTIAD022: For me advertising on TV appears at inconvenient moments. Agree somewhat  
 MATTIAD021: For me advertising on TV appears at inconvenient moments. Agree strongly  
 MATTIAD030: For me advertising on TV has no credibility. Disagree strongly  
 MATTIAD029: For me advertising on TV has no credibility. Disagree somewhat  
 MATTIAD028: For me advertising on TV has no credibility. Neutral  
 MATTIAD027: For me advertising on TV has no credibility. Agree somewhat  
 MATTIAD026: For me advertising on TV has no credibility. Agree strongly  
 MATTIAD035: For me advertising on TV is repeated too often. Disagree strongly  
 MATTIAD034: For me advertising on TV is repeated too often. Disagree somewhat  
 MATTIAD033: For me advertising on TV is repeated too often. Neutral  
 MATTIAD032: For me advertising on TV is repeated too often. Agree somewhat

MATTIAD031: For me advertising on TV is repeated too often. Agree strongly  
 MATTIAD040: For me all ads on TV are alike. Disagree strongly  
 MATTIAD039: For me all ads on TV are alike. Disagree somewhat  
 MATTIAD038: For me all ads on TV are alike. Neutral  
 MATTIAD037: For me all ads on TV are alike. Agree somewhat  
 MATTIAD036: For me all ads on TV are alike. Agree strongly  
 MATTIAD045: Radio Ads give me useful information about bargains. Disagree strongly  
 MATTIAD044: Radio Ads give me useful information about bargains. Disagree somewhat  
 MATTIAD043: Radio Ads give me useful information about bargains. Neutral  
 MATTIAD042: Radio Ads give me useful information about bargains. Agree somewhat  
 MATTIAD041: Radio Ads give me useful information about bargains. Agree strongly  
 MATTIAD050: Radio Ads give me meaningful information about other consumers product use. Disagree strongly  
 MATTIAD049: Radio Ads give me meaningful information about other consumers product use. Disagree somewhat  
 MATTIAD048: Radio Ads give me meaningful information about other consumers product use. Neutral  
 MATTIAD047: Radio Ads give me meaningful information about other consumers product use. Agree somewhat  
 MATTIAD046: Radio Ads give me meaningful information about other consumers product use. Agree strongly  
 MATTIAD055: Radio Ads give me useful information about new products and services. Disagree strongly  
 MATTIAD054: Radio Ads give me useful information about new products and services. Disagree somewhat  
 MATTIAD053: Radio Ads give me useful information about new products and services. Neutral  
 MATTIAD052: Radio Ads give me useful information about new products and services. Agree somewhat  
 MATTIAD051: Radio Ads give me useful information about new products and services. Agree strongly  
 MATTIAD060: For me advertising on radio is amusing. Disagree strongly  
 MATTIAD059: For me advertising on radio is amusing. Disagree somewhat  
 MATTIAD058: For me advertising on radio is amusing. Neutral  
 MATTIAD057: For me advertising on radio is amusing. Agree somewhat  
 MATTIAD056: For me advertising on radio is amusing. Agree strongly  
 MATTIAD065: For me advertising on radio appears at inconvenient moments. Disagree strongly  
 MATTIAD064: For me advertising on radio appears at inconvenient moments. Disagree somewhat  
 MATTIAD063: For me advertising on radio appears at inconvenient moments. Neutral  
 MATTIAD062: For me advertising on radio appears at inconvenient moments. Agree somewhat  
 MATTIAD061: For me advertising on radio appears at inconvenient moments. Agree strongly  
 MATTIAD070: For me advertising on radio has no credibility. Disagree strongly  
 MATTIAD069: For me advertising on radio has no credibility. Disagree somewhat  
 MATTIAD068: For me advertising on radio has no credibility. Neutral  
 MATTIAD067: For me advertising on radio has no credibility. Agree somewhat  
 MATTIAD066: For me advertising on radio has no credibility. Agree strongly  
 MATTIAD075: For me advertising on radio is repeated too often. Disagree strongly  
 MATTIAD074: For me advertising on radio is repeated too often. Disagree somewhat  
 MATTIAD073: For me advertising on radio is repeated too often. Neutral  
 MATTIAD072: For me advertising on radio is repeated too often. Agree somewhat  
 MATTIAD071: For me advertising on radio is repeated too often. Agree strongly  
 MATTIAD080: For me all ads on radio are alike. Disagree strongly  
 MATTIAD079: For me all ads on radio are alike. Disagree somewhat  
 MATTIAD078: For me all ads on radio are alike. Neutral  
 MATTIAD077: For me all ads on radio are alike. Agree somewhat  
 MATTIAD076: For me all ads on radio are alike. Agree strongly  
 MATTIAD085: Newspaper ads give me useful information about bargains. Disagree strongly

MATTIAD084: Newspaper ads give me useful information about bargains. Disagree somewhat  
 MATTIAD083: Newspaper ads give me useful information about bargains. Neutral  
 MATTIAD082: Newspaper ads give me useful information about bargains. Agree somewhat  
 MATTIAD081: Newspaper ads give me useful information about bargains. Agree strongly  
 MATTIAD090: Newspaper ads give me meaningful information about other consumers product use. Disagree strongly  
 MATTIAD089: Newspaper ads give me meaningful information about other consumers product use. Disagree somewhat  
 MATTIAD088: Newspaper ads give me meaningful information about other consumers product use. Neutral  
 MATTIAD087: Newspaper ads give me meaningful information about other consumers product use. Agree somewhat  
 MATTIAD086: Newspaper ads give me meaningful information about other consumers product use. Agree strongly  
 MATTIAD095: Newspaper ads give me useful information about new products and services. Disagree strongly  
 MATTIAD094: Newspaper ads give me useful information about new products and services. Disagree somewhat  
 MATTIAD093: Newspaper ads give me useful information about new products and services. Neutral  
 MATTIAD092: Newspaper ads give me useful information about new products and services. Agree somewhat  
 MATTIAD091: Newspaper ads give me useful information about new products and services. Agree strongly  
 MATTIAD100: For me advertising in newspapers is amusing. Disagree strongly  
 MATTIAD099: For me advertising in newspapers is amusing. Disagree somewhat  
 MATTIAD098: For me advertising in newspapers is amusing. Neutral  
 MATTIAD097: For me advertising in newspapers is amusing. Agree somewhat  
 MATTIAD096: For me advertising in newspapers is amusing. Agree strongly  
 MATTIAD105: For me advertising in newspapers appears at inconvenient moments. Disagree strongly  
 MATTIAD104: For me advertising in newspapers appears at inconvenient moments. Disagree somewhat  
 MATTIAD103: For me advertising in newspapers appears at inconvenient moments. Neutral  
 MATTIAD102: For me advertising in newspapers appears at inconvenient moments. Agree somewhat  
 MATTIAD101: For me advertising in newspapers appears at inconvenient moments. Agree strongly  
 MATTIAD110: For me advertising in newspapers has no credibility. Disagree strongly  
 MATTIAD109: For me advertising in newspapers has no credibility. Disagree somewhat  
 MATTIAD108: For me advertising in newspapers has no credibility. Neutral  
 MATTIAD107: For me advertising in newspapers has no credibility. Agree somewhat  
 MATTIAD106: For me advertising in newspapers has no credibility. Agree strongly  
 MATTIAD115: For me advertising in newspapers is repeated too often. Disagree strongly  
 MATTIAD114: For me advertising in newspapers is repeated too often. Disagree somewhat  
 MATTIAD113: For me advertising in newspapers is repeated too often. Neutral  
 MATTIAD112: For me advertising in newspapers is repeated too often. Agree somewhat  
 MATTIAD111: For me advertising in newspapers is repeated too often. Agree strongly  
 MATTIAD120: For me all ads in newspapers are alike. Disagree strongly  
 MATTIAD119: For me all ads in newspapers are alike. Disagree somewhat  
 MATTIAD118: For me all ads in newspapers are alike. Neutral  
 MATTIAD117: For me all ads in newspapers are alike. Agree somewhat  
 MATTIAD116: For me all ads in newspapers are alike. Agree strongly  
 MATTIAD125: Magazine ads give me useful information about bargains. Disagree strongly  
 MATTIAD124: Magazine ads give me useful information about bargains. Disagree somewhat  
 MATTIAD123: Magazine ads give me useful information about bargains. Neutral



MATTIAD122: Magazine ads give me useful information about bargains. Agree somewhat  
 MATTIAD121: Magazine ads give me useful information about bargains. Agree strongly  
 MATTIAD130: Magazine ads give me meaningful information about other consumers product use. Disagree strongly  
 MATTIAD129: Magazine ads give me meaningful information about other consumers product use. Disagree somewhat  
 MATTIAD128: Magazine ads give me meaningful information about other consumers product use. Neutral  
 MATTIAD127: Magazine ads give me meaningful information about other consumers product use. Agree somewhat  
 MATTIAD126: Magazine ads give me meaningful information about other consumers product use. Agree strongly  
 MATTIAD135: Magazine ads give me useful information about new products and services. Disagree strongly  
 MATTIAD134: Magazine ads give me useful information about new products and services. Disagree somewhat  
 MATTIAD133: Magazine ads give me useful information about new products and services. Neutral  
 MATTIAD132: Magazine ads give me useful information about new products and services. Agree somewhat  
 MATTIAD131: Magazine ads give me useful information about new products and services. Agree strongly  
 MATTIAD140: For me advertising in magazines is amusing. Disagree strongly  
 MATTIAD139: For me advertising in magazines is amusing. Disagree somewhat  
 MATTIAD138: For me advertising in magazines is amusing. Neutral  
 MATTIAD137: For me advertising in magazines is amusing. Agree somewhat  
 MATTIAD136: For me advertising in magazines is amusing. Agree strongly  
 MATTIAD145: For me advertising in magazines appears at inconvenient moments. Disagree strongly  
 MATTIAD144: For me advertising in magazines appears at inconvenient moments. Disagree somewhat  
 MATTIAD143: For me advertising in magazines appears at inconvenient moments. Neutral  
 MATTIAD142: For me advertising in magazines appears at inconvenient moments. Agree somewhat  
 MATTIAD141: For me advertising in magazines appears at inconvenient moments. Agree strongly  
 MATTIAD150: For me advertising in magazines has no credibility. Disagree strongly  
 MATTIAD149: For me advertising in magazines has no credibility. Disagree somewhat  
 MATTIAD148: For me advertising in magazines has no credibility. Neutral  
 MATTIAD147: For me advertising in magazines has no credibility. Agree somewhat  
 MATTIAD146: For me advertising in magazines has no credibility. Agree strongly  
 MATTIAD155: For me advertising in magazines is repeated too often. Disagree strongly  
 MATTIAD154: For me advertising in magazines is repeated too often. Disagree somewhat  
 MATTIAD153: For me advertising in magazines is repeated too often. Neutral  
 MATTIAD152: For me advertising in magazines is repeated too often. Agree somewhat  
 MATTIAD151: For me advertising in magazines is repeated too often. Agree strongly  
 MATTIAD160: For me all ads in magazines are alike. Disagree strongly  
 MATTIAD159: For me all ads in magazines are alike. Disagree somewhat  
 MATTIAD158: For me all ads in magazines are alike. Neutral  
 MATTIAD157: For me all ads in magazines are alike. Agree somewhat  
 MATTIAD156: For me all ads in magazines are alike. Agree strongly  
 MATTIAD165: Internet ads give me useful information about bargains. Disagree strongly  
 MATTIAD164: Internet ads give me useful information about bargains. Disagree somewhat  
 MATTIAD163: Internet ads give me useful information about bargains. Neutral  
 MATTIAD162: Internet ads give me useful information about bargains. Agree somewhat

MATTIAD161: Internet ads give me useful information about bargains. Agree strongly  
 MATTIAD170: Internet ads give me meaningful information about the product use of other consumers. Disagree strongly  
 MATTIAD169: Internet ads give me meaningful information about the product use of other consumers. Disagree somewhat  
 MATTIAD168: Internet ads give me meaningful information about the product use of other consumers. Neutral  
 MATTIAD167: Internet ads give me meaningful information about the product use of other consumers. Agree somewhat  
 MATTIAD166: Internet ads give me meaningful information about the product use of other consumers. Agree strongly  
 MATTIAD175: Internet ads give me useful information about new products and services. Disagree strongly  
 MATTIAD174: Internet ads give me useful information about new products and services. Disagree somewhat  
 MATTIAD173: Internet ads give me useful information about new products and services. Neutral  
 MATTIAD172: Internet ads give me useful information about new products and services. Agree somewhat  
 MATTIAD171: Internet ads give me useful information about new products and services. Agree strongly  
 MATTIAD180: For me advertising on the Internet is amusing. Disagree strongly  
 MATTIAD179: For me advertising on the Internet is amusing. Disagree somewhat  
 MATTIAD178: For me advertising on the Internet is amusing. Neutral  
 MATTIAD177: For me advertising on the Internet is amusing. Agree somewhat  
 MATTIAD176: For me advertising on the Internet is amusing. Agree strongly  
 MATTIAD185: For me advertising on the Internet appears at inconvenient moments. Disagree strongly  
 MATTIAD184: For me advertising on the Internet appears at inconvenient moments. Disagree somewhat  
 MATTIAD183: For me advertising on the Internet appears at inconvenient moments. Neutral  
 MATTIAD182: For me advertising on the Internet appears at inconvenient moments. Agree somewhat  
 MATTIAD181: For me advertising on the Internet appears at inconvenient moments. Agree strongly  
 MATTIAD190: For me advertising on the Internet has no credibility. Disagree strongly  
 MATTIAD189: For me advertising on the Internet has no credibility. Disagree somewhat  
 MATTIAD188: For me advertising on the Internet has no credibility. Neutral  
 MATTIAD187: For me advertising on the Internet has no credibility. Agree somewhat  
 MATTIAD186: For me advertising on the Internet has no credibility. Agree strongly  
 MATTIAD195: For me advertising on the Internet is repeated too often. Disagree strongly  
 MATTIAD194: For me advertising on the Internet is repeated too often. Disagree somewhat  
 MATTIAD193: For me advertising on the Internet is repeated too often. Neutral  
 MATTIAD192: For me advertising on the Internet is repeated too often. Agree somewhat  
 MATTIAD191: For me advertising on the Internet is repeated too often. Agree strongly  
 MATTIAD200: For me all ads on the Internet are alike. Disagree strongly  
 MATTIAD199: For me all ads on the Internet are alike. Disagree somewhat  
 MATTIAD198: For me all ads on the Internet are alike. Neutral  
 MATTIAD197: For me all ads on the Internet are alike. Agree somewhat  
 MATTIAD196: For me all ads on the Internet are alike. Agree strongly  
 MATTIAD205: Mobile ads give me useful information about bargains. Disagree strongly  
 MATTIAD204: Mobile ads give me useful information about bargains. Disagree somewhat  
 MATTIAD203: Mobile ads give me useful information about bargains. Neutral  
 MATTIAD202: Mobile ads give me useful information about bargains. Agree somewhat  
 MATTIAD201: Mobile ads give me useful information about bargains. Agree strongly

MATTIAD210: Mobile ads give me meaningful information about the product use of other consumers. Disagree strongly  
 MATTIAD209: Mobile ads give me meaningful information about the product use of other consumers. Disagree somewhat  
 MATTIAD208: Mobile ads give me meaningful information about the product use of other consumers. Neutral  
 MATTIAD207: Mobile ads give me meaningful information about the product use of other consumers. Agree somewhat  
 MATTIAD206: Mobile ads give me meaningful information about the product use of other consumers. Agree strongly  
 MATTIAD215: Mobile ads give me useful information about new products and services. Disagree strongly  
 MATTIAD214: Mobile ads give me useful information about new products and services. Disagree somewhat  
 MATTIAD213: Mobile ads give me useful information about new products and services. Neutral  
 MATTIAD212: Mobile ads give me useful information about new products and services. Agree somewhat  
 MATTIAD211: Mobile ads give me useful information about new products and services. Agree strongly  
 MATTIAD220: For me advertising on mobile phones is amusing. Disagree strongly  
 MATTIAD219: For me advertising on mobile phones is amusing. Disagree somewhat  
 MATTIAD218: For me advertising on mobile phones is amusing. Neutral  
 MATTIAD217: For me advertising on mobile phones is amusing. Agree somewhat  
 MATTIAD216: For me advertising on mobile phones is amusing. Agree strongly  
 MATTIAD225: For me advertising on mobile phones appears at inconvenient moments. Disagree strongly  
 MATTIAD224: For me advertising on mobile phones appears at inconvenient moments. Disagree somewhat  
 MATTIAD223: For me advertising on mobile phones appears at inconvenient moments. Neutral  
 MATTIAD222: For me advertising on mobile phones appears at inconvenient moments. Agree somewhat  
 MATTIAD221: For me advertising on mobile phones appears at inconvenient moments. Agree strongly  
 MATTIAD230: For me advertising on mobile phones has no credibility. Disagree strongly  
 MATTIAD229: For me advertising on mobile phones has no credibility. Disagree somewhat  
 MATTIAD228: For me advertising on mobile phones has no credibility. Neutral  
 MATTIAD227: For me advertising on mobile phones has no credibility. Agree somewhat  
 MATTIAD226: For me advertising on mobile phones has no credibility. Agree strongly  
 MATTIAD235: For me advertising on mobile phones is repeated too often. Disagree strongly  
 MATTIAD234: For me advertising on mobile phones is repeated too often. Disagree somewhat  
 MATTIAD233: For me advertising on mobile phones is repeated too often. Neutral  
 MATTIAD232: For me advertising on mobile phones is repeated too often. Agree somewhat  
 MATTIAD231: For me advertising on mobile phones is repeated too often. Agree strongly  
 MATTIAD240: For me all ads on mobile phones are alike. Disagree strongly  
 MATTIAD239: For me all ads on mobile phones are alike. Disagree somewhat  
 MATTIAD238: For me all ads on mobile phones are alike. Neutral  
 MATTIAD237: For me all ads on mobile phones are alike. Agree somewhat  
 MATTIAD236: For me all ads on mobile phones are alike. Agree strongly  
 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)  
 MATTSP014: Interest In Sports: College Football Interest Level: 2  
 MATTSP015: Interest In Sports: College Football Interest Level: 3  
 MATTSP016: Interest In Sports: College Football Interest Level: 4  
 MATTSP017: Interest In Sports: College Football Interest Level: 5  
 MATTSP018: Interest In Sports: College Football Interest Level: 6  
 MATTSP019: Interest In Sports: College Football Interest Level: 7  
 MATTSP020: Interest In Sports: College Football Interest Level: 8  
 MATTSP021: Interest In Sports: College Football Interest Level: 9  
 MATTSP022: Interest In Sports: College Football Interest Level: 10 (Super Fan)  
 MATTSP023: Interest In Sports: Other College Sports Non-Fan  
 MATTSP024: Interest In Sports: Other College Sports Interest Level: 1 (Weak Fan)  
 MATTSP025: Interest In Sports: Other College Sports Interest Level: 2  
 MATTSP026: Interest In Sports: Other College Sports Interest Level: 3  
 MATTSP027: Interest In Sports: Other College Sports Interest Level: 4  
 MATTSP028: Interest In Sports: Other College Sports Interest Level: 5  
 MATTSP029: Interest In Sports: Other College Sports Interest Level: 6  
 MATTSP030: Interest In Sports: Other College Sports Interest Level: 7  
 MATTSP031: Interest In Sports: Other College Sports Interest Level: 8  
 MATTSP032: Interest In Sports: Other College Sports Interest Level: 9  
 MATTSP033: Interest In Sports: Other College Sports Interest Level: 10 (Super Fan)  
 MATTSP034: Interest In Sports: Golf Non-Fan  
 MATTSP035: Interest In Sports: Golf Interest Level: 1 (Weak Fan)  
 MATTSP036: Interest In Sports: Golf Interest Level: 2  
 MATTSP037: Interest In Sports: Golf Interest Level: 3  
 MATTSP038: Interest In Sports: Golf Interest Level: 4  
 MATTSP039: Interest In Sports: Golf Interest Level: 5  
 MATTSP040: Interest In Sports: Golf Interest Level: 6  
 MATTSP041: Interest In Sports: Golf Interest Level: 7  
 MATTSP042: Interest In Sports: Golf Interest Level: 8  
 MATTSP043: Interest In Sports: Golf Interest Level: 9  
 MATTSP044: Interest In Sports: Golf Interest Level: 10 (Super Fan)  
 MATTSP045: Interest In Sports: High School Sports Non-Fan  
 MATTSP046: Interest In Sports: High School Sports Interest Level: 1 (Weak Fan)  
 MATTSP047: Interest In Sports: High School Sports Interest Level: 2  
 MATTSP048: Interest In Sports: High School Sports Interest Level: 3  
 MATTSP049: Interest In Sports: High School Sports Interest Level: 4  
 MATTSP050: Interest In Sports: High School Sports Interest Level: 5  
 MATTSP051: Interest In Sports: High School Sports Interest Level: 6  
 MATTSP052: Interest In Sports: High School Sports Interest Level: 7  
 MATTSP053: Interest In Sports: High School Sports Interest Level: 8  
 MATTSP054: Interest In Sports: High School Sports Interest Level: 9  
 MATTSP055: Interest In Sports: High School Sports Interest Level: 10 (Super Fan)  
 MATTSP056: Interest In Sports: Major League Baseball Non-Fan  
 MATTSP057: Interest In Sports: Major League Baseball Interest Level: 1 (Weak Fan)  
 MATTSP058: Interest In Sports: Major League Baseball Interest Level: 2  
 MATTSP059: Interest In Sports: Major League Baseball Interest Level: 3  
 MATTSP060: Interest In Sports: Major League Baseball Interest Level: 4  
 MATTSP061: Interest In Sports: Major League Baseball Interest Level: 5  
 MATTSP062: Interest In Sports: Major League Baseball Interest Level: 6  
 MATTSP063: Interest In Sports: Major League Baseball Interest Level: 7  
 MATTSP064: Interest In Sports: Major League Baseball Interest Level: 8  
 MATTSP065: Interest In Sports: Major League Baseball Interest Level: 9  
 MATTSP066: Interest In Sports: Major League Baseball Interest Level: 10 (Super Fan)  
 MATTSP067: Interest In Sports: NASCAR Non-Fan  
 MATTSP068: Interest In Sports: NASCAR Interest Level: 1 (Weak Fan)  
 MATTSP069: Interest In Sports: NASCAR Interest Level: 2  
 MATTSP070: Interest In Sports: NASCAR Interest Level: 3  
 MATTSP071: Interest In Sports: NASCAR Interest Level: 4  
 MATTSP072: Interest In Sports: NASCAR Interest Level: 5

MATTSPT073: Interest In Sports: NASCAR Interest Level: 6  
 MATTSPT074: Interest In Sports: NASCAR Interest Level: 7  
 MATTSPT075: Interest In Sports: NASCAR Interest Level: 8  
 MATTSPT076: Interest In Sports: NASCAR Interest Level: 9  
 MATTSPT077: Interest In Sports: NASCAR Interest Level: 10 (Super Fan)  
 MATTSPT078: Interest In Sports: NBA Non-Fan  
 MATTSPT079: Interest In Sports: NBA Interest Level: 1 (Weak Fan)  
 MATTSPT080: Interest In Sports: NBA Interest Level: 2  
 MATTSPT081: Interest In Sports: NBA Interest Level: 3  
 MATTSPT082: Interest In Sports: NBA Interest Level: 4  
 MATTSPT083: Interest In Sports: NBA Interest Level: 5  
 MATTSPT084: Interest In Sports: NBA Interest Level: 6  
 MATTSPT085: Interest In Sports: NBA Interest Level: 7  
 MATTSPT086: Interest In Sports: NBA Interest Level: 8  
 MATTSPT087: Interest In Sports: NBA Interest Level: 9  
 MATTSPT088: Interest In Sports: NBA Interest Level: 10 (Super Fan)  
 MATTSPT089: Interest In Sports: NFL Non-Fan  
 MATTSPT090: Interest In Sports: NFL Interest Level: 1 (Weak Fan)  
 MATTSPT091: Interest In Sports: NFL Interest Level: 2  
 MATTSPT092: Interest In Sports: NFL Interest Level: 3  
 MATTSPT093: Interest In Sports: NFL Interest Level: 4  
 MATTSPT094: Interest In Sports: NFL Interest Level: 5  
 MATTSPT095: Interest In Sports: NFL Interest Level: 6  
 MATTSPT096: Interest In Sports: NFL Interest Level: 7  
 MATTSPT097: Interest In Sports: NFL Interest Level: 8  
 MATTSPT098: Interest In Sports: NFL Interest Level: 9  
 MATTSPT099: Interest In Sports: NFL Interest Level: 10 (Super Fan)  
 MATTSPT100: Interest In Sports: NHL Non-Fan  
 MATTSPT101: Interest In Sports: NHL Interest Level: 1 (Weak Fan)  
 MATTSPT102: Interest In Sports: NHL Interest Level: 2  
 MATTSPT103: Interest In Sports: NHL Interest Level: 3  
 MATTSPT104: Interest In Sports: NHL Interest Level: 4  
 MATTSPT105: Interest In Sports: NHL Interest Level: 5  
 MATTSPT106: Interest In Sports: NHL Interest Level: 6  
 MATTSPT107: Interest In Sports: NHL Interest Level: 7  
 MATTSPT108: Interest In Sports: NHL Interest Level: 8  
 MATTSPT109: Interest In Sports: NHL Interest Level: 9  
 MATTSPT110: Interest In Sports: NHL Interest Level: 10 (Super Fan)  
 MATTSPT111: Interest In Sports: Olympics Non-Fan  
 MATTSPT112: Interest In Sports: Olympics Interest Level: 1 (Weak Fan)  
 MATTSPT113: Interest In Sports: Olympics Interest Level: 2  
 MATTSPT114: Interest In Sports: Olympics Interest Level: 3  
 MATTSPT115: Interest In Sports: Olympics Interest Level: 4  
 MATTSPT116: Interest In Sports: Olympics Interest Level: 5  
 MATTSPT117: Interest In Sports: Olympics Interest Level: 6  
 MATTSPT118: Interest In Sports: Olympics Interest Level: 7  
 MATTSPT119: Interest In Sports: Olympics Interest Level: 8  
 MATTSPT120: Interest In Sports: Olympics Interest Level: 9  
 MATTSPT121: Interest In Sports: Olympics Interest Level: 10 (Super Fan)  
 MATTSPT122: Interest In Sports: Professional Wrestling Non-Fan  
 MATTSPT123: Interest In Sports: Professional Wrestling Interest Level: 1 (Weak Fan)  
 MATTSPT124: Interest In Sports: Professional Wrestling Interest Level: 2  
 MATTSPT125: Interest In Sports: Professional Wrestling Interest Level: 3  
 MATTSPT126: Interest In Sports: Professional Wrestling Interest Level: 4  
 MATTSPT127: Interest In Sports: Professional Wrestling Interest Level: 5  
 MATTSPT128: Interest In Sports: Professional Wrestling Interest Level: 6  
 MATTSPT129: Interest In Sports: Professional Wrestling Interest Level: 7  
 MATTSPT130: Interest In Sports: Professional Wrestling Interest Level: 8  
 MATTSPT131: Interest In Sports: Professional Wrestling Interest Level: 9  
 MATTSPT132: Interest In Sports: Professional Wrestling Interest Level: 10 (Super Fan)  
 MATTSPT133: Interest In Sports: Soccer Non-Fan  
 MATTSPT134: Interest In Sports: Soccer Interest Level: 1 (Weak Fan)  
 MATTSPT135: Interest In Sports: Soccer Interest Level: 2  
 MATTSPT136: Interest In Sports: Soccer Interest Level: 3  
 MATTSPT137: Interest In Sports: Soccer Interest Level: 4  
 MATTSPT138: Interest In Sports: Soccer Interest Level: 5  
 MATTSPT139: Interest In Sports: Soccer Interest Level: 6

MATTSPT140: Interest In Sports: Soccer Interest Level: 7  
 MATTSPT141: Interest In Sports: Soccer Interest Level: 8  
 MATTSPT142: Interest In Sports: Soccer Interest Level: 9  
 MATTSPT143: Interest In Sports: Soccer Interest Level: 10 (Super Fan)  
 MATTSPT144: Interest In Sports: Tennis Non-Fan  
 MATTSPT145: Interest In Sports: Tennis Interest Level: 1 (Weak Fan)  
 MATTSPT146: Interest In Sports: Tennis Interest Level: 2  
 MATTSPT147: Interest In Sports: Tennis Interest Level: 3  
 MATTSPT148: Interest In Sports: Tennis Interest Level: 4  
 MATTSPT149: Interest In Sports: Tennis Interest Level: 5  
 MATTSPT150: Interest In Sports: Tennis Interest Level: 6  
 MATTSPT151: Interest In Sports: Tennis Interest Level: 7  
 MATTSPT152: Interest In Sports: Tennis Interest Level: 8  
 MATTSPT153: Interest In Sports: Tennis Interest Level: 9  
 MATTSPT154: Interest In Sports: Tennis Interest Level: 10 (Super Fan)  
 MATTSPT155: Interest In Sports - Summary: College Basketball - Weak Fan  
 MATTSPT156: Interest In Sports - Summary: College Basketball - Average Fan  
 MATTSPT157: Interest In Sports - Summary: College Basketball - Super Fan  
 MATTSPT158: Interest In Sports - Summary: College Football - Weak Fan  
 MATTSPT159: Interest In Sports - Summary: College Football - Average Fan  
 MATTSPT160: Interest In Sports - Summary: College Football - Super Fan  
 MATTSPT161: Interest In Sports - Summary: Other College Sports - Weak Fan  
 MATTSPT162: Interest In Sports - Summary: Other College Sports - Average Fan  
 MATTSPT163: Interest In Sports - Summary: Other College Sports - Super Fan  
 MATTSPT164: Interest In Sports - Summary: Golf - Weak Fan  
 MATTSPT165: Interest In Sports - Summary: Golf - Average Fan  
 MATTSPT166: Interest In Sports - Summary: Golf - Super Fan  
 MATTSPT167: Interest In Sports - Summary: High School Sports - Weak Fan  
 MATTSPT168: Interest In Sports - Summary: High School Sports - Average Fan  
 MATTSPT169: Interest In Sports - Summary: High School Sports - Super Fan  
 MATTSPT170: Interest In Sports - Summary: Major League Baseball - Weak Fan  
 MATTSPT171: Interest In Sports - Summary: Major League Baseball - Average Fan  
 MATTSPT172: Interest In Sports - Summary: Major League Baseball - Super Fan  
 MATTSPT173: Interest In Sports - Summary: Nascar - Weak Fan  
 MATTSPT174: Interest In Sports - Summary: Nascar - Average Fan  
 MATTSPT175: Interest In Sports - Summary: Nascar - Super Fan  
 MATTSPT176: Interest In Sports - Summary: NBA - Weak Fan  
 MATTSPT177: Interest In Sports - Summary: NBA - Average Fan  
 MATTSPT178: Interest In Sports - Summary: NBA - Super Fan  
 MATTSPT179: Interest In Sports - Summary: NFL - Weak Fan  
 MATTSPT180: Interest In Sports - Summary: NFL - Average Fan  
 MATTSPT181: Interest In Sports - Summary: NFL - Super Fan  
 MATTSPT182: Interest In Sports - Summary: NHL - Weak Fan  
 MATTSPT183: Interest In Sports - Summary: NHL - Average Fan  
 MATTSPT184: Interest In Sports - Summary: NHL - Super Fan  
 MATTSPT185: Interest In Sports - Summary: Olympics - Weak Fan  
 MATTSPT186: Interest In Sports - Summary: Olympics - Average Fan  
 MATTSPT187: Interest In Sports - Summary: Olympics - Super Fan  
 MATTSPT188: Interest In Sports - Summary: Professional Wrestling - Weak Fan  
 MATTSPT189: Interest In Sports - Summary: Professional Wrestling - Average Fan  
 MATTSPT190: Interest In Sports - Summary: Professional Wrestling - Super Fan  
 MATTSPT191: Interest In Sports - Summary: Soccer - Weak Fan  
 MATTSPT192: Interest In Sports - Summary: Soccer - Average Fan  
 MATTSPT193: Interest In Sports - Summary: Soccer - Super Fan  
 MATTSPT194: Interest In Sports - Summary: Tennis - Weak Fan  
 MATTSPT195: Interest In Sports - Summary: Tennis - Average Fan  
 MATTSPT196: Interest In Sports - Summary: Tennis - Super Fan  
 MATTSPT197: Interest In Sports - Summary Codes: General Sports Fan  
 MATTSPT198: Interest In Sports - Summary Codes: Super Sports Fan  
 Internet Attitudes  
 MINTAT001: The Internet is a great way to learn about products/services Im considering purch. (DC)  
 MINTAT002: The Internet is a great way to learn about products/services Im considering purch. (DS)  
 MINTAT003: The Internet is a great way to learn about products/services Im considering purch. (AS)

MINTAT004: The Internet is a great way to learn about products/services Im considering purch. (AC)

MINTAT005: The Internet is a great way to actually buy products. (DC)

MINTAT006: The Internet is a great way to actually buy products. (DS)

MINTAT007: The Internet is a great way to actually buy products. (AS)

MINTAT008: The Internet is a great way to actually buy products. (AC)

MINTAT009: The Internet has allowed me to learn things I probably wouldnt have otherwise. (DC)

MINTAT010: The Internet has allowed me to learn things I probably wouldnt have otherwise. (DS)

MINTAT011: The Internet has allowed me to learn things I probably wouldnt have otherwise. (AS)

MINTAT012: The Internet has allowed me to learn things I probably wouldnt have otherwise. (AC)

MINTAT013: The Internet is a great way to communicate with family/friends. (DC)

MINTAT014: The Internet is a great way to communicate with family/friends. (DS)

MINTAT015: The Internet is a great way to communicate with family/friends. (AS)

MINTAT016: The Internet is a great way to communicate with family/friends. (AC)

MINTAT017: The Internet is a main source of entertainment for me. (DC)

MINTAT018: The Internet is a main source of entertainment for me. (DS)

MINTAT019: The Internet is a main source of entertainment for me. (AS)

MINTAT020: The Internet is a main source of entertainment for me. (AC)

MINTAT021: I like to keep my personal Internet pages updated with information about my life (DC)

MINTAT022: I like to keep my personal Internet pages updated with information about my life (DS)

MINTAT023: I like to keep my personal Internet pages updated with information about my life (AS)

MINTAT024: I like to keep my personal Internet pages updated with information about my life (AC)

MINTAT025: I would feel disconnected without the Internet. (DC)

MINTAT026: I would feel disconnected without the Internet. (DS)

MINTAT027: I would feel disconnected without the Internet. (AS)

MINTAT028: I would feel disconnected without the Internet. (AC)

MINTAT029: Going online is one of my favorite things to do with my free time. (DC)

MINTAT030: Going online is one of my favorite things to do with my free time. (DS)

MINTAT031: Going online is one of my favorite things to do with my free time. (AS)

MINTAT032: Going online is one of my favorite things to do with my free time. (AC)

MINTAT033: The Internet is a good thing but I worry that too much technology can be a bad thing. (DC)

MINTAT034: The Internet is a good thing but I worry that too much technology can be a bad thing. (DS)

MINTAT035: The Internet is a good thing but I worry that too much technology can be a bad thing. (AS)

MINTAT036: The Internet is a good thing but I worry that too much technology can be a bad thing. (AC)

MINTAT037: Instant messenger keeps me in touch with my friends. (DC)

MINTAT038: Instant messenger keeps me in touch with my friends. (DS)

MINTAT039: Instant messenger keeps me in touch with my friends. (AS)

MINTAT040: Instant messenger keeps me in touch with my friends. (AC)

MINTAT041: The Internet is a good way to meet new people. (DC)

MINTAT042: The Internet is a good way to meet new people. (DS)

MINTAT043: The Internet is a good way to meet new people. (AS)

MINTAT044: The Internet is a good way to meet new people. (AC)

MINTAT045: I think people put too much private information about their lives on the Internet (DC)

MINTAT046: I think people put too much private information about their lives on the Internet (DS)

MINTAT047: I think people put too much private information about their lives on the Internet (AS)

MINTAT048: I think people put too much private information about their lives on the Internet (AC)

MINTAT049: The Internet has little impact on my daily life. (DC)

MINTAT050: The Internet has little impact on my daily life. (DS)

MINTAT051: The Internet has little impact on my daily life. (AS)

MINTAT052: The Internet has little impact on my daily life. (AC)

MINTAT053: In general Id rather shop online than go to a store (DC)

MINTAT054: In general Id rather shop online than go to a store (DS)

MINTAT055: In general Id rather shop online than go to a store (AS)

MINTAT056: In general Id rather shop online than go to a store (AC)

Media Attitudes

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  
 MATTNCR018: New Car/Truck If Making Decision Today (Make Only): Aston Martin  
 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  
 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: On my tablet I prefer to use apps instead of websites (DC)  
 MOBATT002: On my tablet I prefer to use apps instead of websites (DS)  
 MOBATT003: On my tablet I prefer to use apps instead of websites (AS)  
 MOBATT004: On my tablet I prefer to use apps instead of websites (AC)  
 MOBATT005: On my cell phone I prefer to use apps instead of websites (DC)  
 MOBATT006: On my cell phone I prefer to use apps instead of websites (DS)  
 MOBATT007: On my cell phone I prefer to use apps instead of websites (AS)  
 MOBATT008: On my cell phone I prefer to use apps instead of websites (AC)  
 MOBATT009: I often use my mobile device inside a store to get information about the products sold there (DC)  
 MOBATT010: I often use my mobile device inside a store to get information about the products sold there (DS)  
 MOBATT011: I often use my mobile device inside a store to get information about the products sold there (AS)

MOBATT012: I often use my mobile device inside a store to get information about the products sold there (AC)  
 MOBATT013: I often use my mobile device inside a store to help me make purchase decisions (DC)  
 MOBATT014: I often use my mobile device inside a store to help me make purchase decisions (DS)  
 MOBATT015: I often use my mobile device inside a store to help me make purchase decisions (AS)  
 MOBATT016: I often use my mobile device inside a store to help me make purchase decisions (AC)  
 MOBATT017: I often use my mobile device inside a store to look for coupons or other offers (DC)  
 MOBATT018: I often use my mobile device inside a store to look for coupons or other offers (DS)  
 MOBATT019: I often use my mobile device inside a store to look for coupons or other offers (AS)  
 MOBATT020: I often use my mobile device inside a store to look for coupons or other offers (AC)  
 MOBATT021: I often use my mobile device to compare prices before making a purchase (DC)  
 MOBATT022: I often use my mobile device to compare prices before making a purchase (DS)  
 MOBATT023: I often use my mobile device to compare prices before making a purchase (AS)  
 MOBATT024: I often use my mobile device to compare prices before making a purchase (AC)  
 MOBATT025: Mobile apps are updated too frequently (DC)  
 MOBATT026: Mobile apps are updated too frequently (DS)  
 MOBATT027: Mobile apps are updated too frequently (AS)  
 MOBATT028: Mobile apps are updated too frequently (AC)  
 MOBATT029: My mobile device greatly improves my daily commute (DC)  
 MOBATT030: My mobile device greatly improves my daily commute (DS)  
 MOBATT031: My mobile device greatly improves my daily commute (AS)  
 MOBATT032: My mobile device greatly improves my daily commute (AC)  
 MOBATT033: Whenever I am going somewhere new I rely on my phone/mobile device to help get me there (DC)  
 MOBATT034: Whenever I am going somewhere new I rely on my phone/mobile device to help get me there (DS)  
 MOBATT035: Whenever I am going somewhere new I rely on my phone/mobile device to help get me there (AS)  
 MOBATT036: Whenever I am going somewhere new I rely on my phone/mobile device to help get me there (AC)  
 MOBATT037: Checking my phone is the first thing I do in the morning (DC)  
 MOBATT038: Checking my phone is the first thing I do in the morning (DS)  
 MOBATT039: Checking my phone is the first thing I do in the morning (AS)  
 MOBATT040: Checking my phone is the first thing I do in the morning (AC)  
 MOBATT041: Im always checking out the app store to see whats new (DC)  
 MOBATT042: Im always checking out the app store to see whats new (DS)  
 MOBATT043: Im always checking out the app store to see whats new (AS)  
 MOBATT044: Im always checking out the app store to see whats new (AC)  
 MOBATT045: I text more than I talk on my phone (DC)  
 MOBATT046: I text more than I talk on my phone (DS)  
 MOBATT047: I text more than I talk on my phone (AS)  
 MOBATT048: I text more than I talk on my phone (AC)  
 MOBATT049: Apps have made my life so much more convenient (DC)  
 MOBATT050: Apps have made my life so much more convenient (DS)  
 MOBATT051: Apps have made my life so much more convenient (AS)  
 MOBATT052: 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 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 involved with group that tries to influence public policy/govt  
 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  
 MATTTCH089: Smart Lifer  
 MATTTCH001: Tech Attitudes: I enjoy reading about new technology products. (DC)  
 MATTTCH002: Tech Attitudes: I enjoy reading about new technology products. (DS)  
 MATTTCH003: Tech Attitudes: I enjoy reading about new technology products. (AS)  
 MATTTCH004: Tech Attitudes: I enjoy reading about new technology products. (AC)  
 MATTTCH005: Tech Attitudes: Im willing to pay more for top quality electronics. (DC)  
 MATTTCH006: Tech Attitudes: Im willing to pay more for top quality electronics. (DS)  
 MATTTCH007: Tech Attitudes: Im willing to pay more for top quality electronics. (AS)  
 MATTTCH008: Tech Attitudes: Im willing to pay more for top quality electronics. (AC)  
 MATTTCH009: Tech Attitudes: I often share my knowledge of tech/electronic prods. (DC)  
 MATTTCH010: Tech Attitudes: I often share my knowledge of tech/electronic prods. (DS)  
 MATTTCH011: Tech Attitudes: I often share my knowledge of tech/electronic prods. (AS)  
 MATTTCH012: Tech Attitudes: I often share my knowledge of tech/electronic prods. (AC)  
 MATTTCH013: Tech Attitudes: Computers are too confusing to be of much use to me. (DC)  
 MATTTCH014: Tech Attitudes: Computers are too confusing to be of much use to me. (DS)  
 MATTTCH015: Tech Attitudes: Computers are too confusing to be of much use to me. (AS)  
 MATTTCH016: Tech Attitudes: Computers are too confusing to be of much use to me. (AC)  
 MATTTCH017: Tech Attitudes: I give others advice for tech/electronics products. (DC)  
 MATTTCH018: Tech Attitudes: I give others advice for tech/electronics products. (DS)  
 MATTTCH019: Tech Attitudes: I give others advice for tech/electronics products. (AS)  
 MATTTCH020: Tech Attitudes: I give others advice for tech/electronics products. (AC)  
 MATTTCH021: Tech Attitudes: Computers can be a good source of entertainment. (DC)  
 MATTTCH022: Tech Attitudes: Computers can be a good source of entertainment. (DS)

MATTTCH023: Tech Attitudes: Computers can be a good source of entertainment. (AS)  
 MATTTCH024: Tech Attitudes: Computers can be a good source of entertainment. (AC)  
 MATTTCH025: Tech Attitudes: Im fascinated by new technology. (DC)  
 MATTTCH026: Tech Attitudes: Im fascinated by new technology. (DS)  
 MATTTCH027: Tech Attitudes: Im fascinated by new technology. (AS)  
 MATTTCH028: Tech Attitudes: Im fascinated by new technology. (AC)  
 MATTTCH029: Tech Attitudes: I enjoy learning about tech/electronic prods from others. (DC)  
 MATTTCH030: Tech Attitudes: I enjoy learning about tech/electronic prods from others. (DS)  
 MATTTCH031: Tech Attitudes: I enjoy learning about tech/electronic prods from others. (AS)  
 MATTTCH032: Tech Attitudes: I enjoy learning about tech/electronic prods from others. (AC)  
 MATTTCH033: Tech Attitudes: Technology helps make my life more organized. (DC)  
 MATTTCH034: Tech Attitudes: Technology helps make my life more organized. (DS)  
 MATTTCH035: Tech Attitudes: Technology helps make my life more organized. (AS)  
 MATTTCH036: Tech Attitudes: Technology helps make my life more organized. (AC)  
 MATTTCH037: Tech Attitudes: Before buying electronics I do as much research as possible. (DC)  
 MATTTCH038: Tech Attitudes: Before buying electronics I do as much research as possible. (DS)  
 MATTTCH039: Tech Attitudes: Before buying electronics I do as much research as possible. (AS)  
 MATTTCH040: Tech Attitudes: Before buying electronics I do as much research as possible. (AC)  
 MATTTCH041: Tech Attitudes: Technology has little impact on my daily life. (DC)  
 MATTTCH042: Tech Attitudes: Technology has little impact on my daily life. (DS)  
 MATTTCH043: Tech Attitudes: Technology has little impact on my daily life. (AS)  
 MATTTCH044: Tech Attitudes: Technology has little impact on my daily life. (AC)  
 MATTTCH045: Tech Attitudes: When I find a tech/elect prod I like I reco it to people I know. (DC)  
 MATTTCH046: Tech Attitudes: When I find a tech/elect prod I like I reco it to people I know. (DS)  
 MATTTCH047: Tech Attitudes: When I find a tech/elect prod I like I reco it to people I know. (AS)  
 MATTTCH048: Tech Attitudes: When I find a tech/elect prod I like I reco it to people I know. (AC)  
 MATTTCH049: Tech Attitudes: I am among the first to try new technology products. (DC)  
 MATTTCH050: Tech Attitudes: I am among the first to try new technology products. (DS)  
 MATTTCH051: Tech Attitudes: I am among the first to try new technology products. (AS)  
 MATTTCH052: Tech Attitudes: I am among the first to try new technology products. (AC)  
 MATTTCH053: Tech Attitudes: I was nervous about using computers but now Im comfortable. (DC)  
 MATTTCH054: Tech Attitudes: I was nervous about using computers but now Im comfortable. (DS)  
 MATTTCH055: Tech Attitudes: I was nervous about using computers but now Im comfortable. (AS)  
 MATTTCH056: Tech Attitudes: I was nervous about using computers but now Im comfortable. (AC)  
 MATTTCH057: Tech Attitudes: I often ask the advice of others about technology. (DC)  
 MATTTCH058: Tech Attitudes: I often ask the advice of others about technology. (DS)  
 MATTTCH059: Tech Attitudes: I often ask the advice of others about technology. (AS)  
 MATTTCH060: Tech Attitudes: I often ask the advice of others about technology. (AC)

MATTTCH061: Tech Attitudes: I like to read reviews before buying technology. (DC)	MTVATTS005: Its important to me to be able to watch TV programs when I want and where I want (DC)
MATTTCH062: Tech Attitudes: I like to read reviews before buying technology. (DS)	MTVATTS006: Its important to me to be able to watch TV programs when I want and where I want (DS)
MATTTCH063: Tech Attitudes: I like to read reviews before buying technology. (AS)	MTVATTS007: Its important to me to be able to watch TV programs when I want and where I want (AS)
MATTTCH064: Tech Attitudes: I like to read reviews before buying technology. (AC)	MTVATTS008: Its important to me to be able to watch TV programs when I want and where I want (AC)
MATTTCH065: Tech Attitudes: I want others to say wow about my electronics. (DC)	MTVATTS009: I turn on TV only to watch my favorite shows (DC)
MATTTCH066: Tech Attitudes: I want others to say wow about my electronics. (DS)	MTVATTS010: I turn on TV only to watch my favorite shows (DS)
MATTTCH067: Tech Attitudes: I want others to say wow about my electronics. (AS)	MTVATTS011: I turn on TV only to watch my favorite shows (AS)
MATTTCH068: Tech Attitudes: I want others to say wow about my electronics. (AC)	MTVATTS012: I turn on TV only to watch my favorite shows (AC)
MATTTCH069: Tech Attitudes: I need to be taught to use new technology products (DC)	MTVATTS013: I subscribe to online streaming TV services just for the original programming (DC)
MATTTCH070: Tech Attitudes: I need to be taught to use new technology products (DS)	MTVATTS014: I subscribe to online streaming TV services just for the original programming (DS)
MATTTCH071: Tech Attitudes: I need to be taught to use new technology products (AS)	MTVATTS015: I subscribe to online streaming TV services just for the original programming (AS)
MATTTCH072: Tech Attitudes: I need to be taught to use new technology products (AC)	MTVATTS016: I subscribe to online streaming TV services just for the original programming (AC)
MATTTCH073: Tech Attitudes: I like to have a lot of gadgets (DC)	MTVATTS017: Subscribing to online video services is totally worth the money (DC)
MATTTCH074: Tech Attitudes: I like to have a lot of gadgets (DS)	MTVATTS018: Subscribing to online video services is totally worth the money (DS)
MATTTCH075: Tech Attitudes: I like to have a lot of gadgets (AS)	MTVATTS019: Subscribing to online video services is totally worth the money (AS)
MATTTCH076: Tech Attitudes: I like to have a lot of gadgets (AC)	MTVATTS020: Subscribing to online video services is totally worth the money (AC)
MATTTCH077: Tech Attitudes: I like to be connected to Internet at all times (DC)	MTVATTS021: Online access to TV programs means theres always something for me to watch (DC)
MATTTCH078: Tech Attitudes: I like to be connected to Internet at all times (DS)	MTVATTS022: Online access to TV programs means theres always something for me to watch (DS)
MATTTCH079: Tech Attitudes: I like to be connected to Internet at all times (AS)	MTVATTS023: Online access to TV programs means theres always something for me to watch (AS)
MATTTCH080: Tech Attitudes: I like to be connected to Internet at all times (AC)	MTVATTS024: Online access to TV programs means theres always something for me to watch (AC)
MATTTCH081: Tech Attitudes: Its important to always be reachable wherever I am (DC)	MTVATTS025: Hooking my TV set up to the Internet to get more TV programming is too much of a hassle (DC)
MATTTCH082: Tech Attitudes: Its important to always be reachable wherever I am (DS)	MTVATTS026: Hooking my TV set up to the Internet to get more TV programming is too much of a hassle (DS)
MATTTCH083: Tech Attitudes: Its important to always be reachable wherever I am (AS)	MTVATTS027: Hooking my TV set up to the Internet to get more TV programming is too much of a hassle (AS)
MATTTCH084: Tech Attitudes: Its important to always be reachable wherever I am (AC)	MTVATTS028: Hooking my TV set up to the Internet to get more TV programming is too much of a hassle (AC)
MATTTCH085: Tech Attitudes: Building electronics is a hobby of mine (DC)	MTVATTS029: I watch more TV now overall than I did one year ago (DC)
MATTTCH086: Tech Attitudes: Building electronics is a hobby of mine (DS)	MTVATTS030: I watch more TV now overall than I did one year ago (DS)
MATTTCH087: Tech Attitudes: Building electronics is a hobby of mine (AS)	MTVATTS031: I watch more TV now overall than I did one year ago (AS)
MATTTCH088: Tech Attitudes: Building electronics is a hobby of mine (AC)	MTVATTS032: I watch more TV now overall than I did one year ago (AC)
MATTTCH090: Technology Attitudes: Internet-connected smart products too confusing (DC)	MTVATTS033: TV is more addictive now than ever before (DC)
MATTTCH091: Technology Attitudes: Internet-connected smart products too confusing (DS)	MTVATTS034: TV is more addictive now than ever before (DS)
MATTTCH092: Technology Attitudes: Internet-connected smart products too confusing (AS)	MTVATTS035: TV is more addictive now than ever before (AS)
MATTTCH093: Technology Attitudes: Internet-connected smart products too confusing (AC)	MTVATTS036: TV is more addictive now than ever before (AC)
MATTTCH094: Technology Attitudes: Worry that smart products could invade privacy (DC)	MTVATTS037: TV is more interesting now than ever before (DC)
MATTTCH095: Technology Attitudes: Worry that smart products could invade privacy (DS)	MTVATTS038: TV is more interesting now than ever before (DS)
MATTTCH096: Technology Attitudes: Worry that smart products could invade privacy (AS)	MTVATTS039: TV is more interesting now than ever before (AS)
MATTTCH097: Technology Attitudes: Worry that smart products could invade privacy (AC)	MTVATTS040: TV is more interesting now than ever before (AC)
Television Attitudes	MTVATTS041: Theres just too much junk on TV nowadays (DC)
MTVATTS001: I will often turn to my favorite TV channels just to see whats on (DC)	MTVATTS042: Theres just too much junk on TV nowadays (DS)
MTVATTS002: I will often turn to my favorite TV channels just to see whats on (DS)	MTVATTS043: Theres just too much junk on TV nowadays (AS)
MTVATTS003: I will often turn to my favorite TV channels just to see whats on (AS)	MTVATTS044: Theres just too much junk on TV nowadays (AC)
MTVATTS004: I will often turn to my favorite TV channels just to see whats on (AC)	MTVATTS045: The quality of TV programming has improved in the last few years (DC)
	MTVATTS046: The quality of TV programming has improved in the last few years (DS)
	MTVATTS047: The quality of TV programming has improved in the last few years (AS)
	MTVATTS048: The quality of TV programming has improved in the last few years (AC)
	MTVATTS049: When I cant fast forward through commercials I feel frustrated (DC)
	MTVATTS050: When I cant fast forward through commercials I feel frustrated (DS)
	MTVATTS051: When I cant fast forward through commercials I feel frustrated (AS)
	MTVATTS052: When I cant fast forward through commercials I feel frustrated (AC)
	MTVATTS053: Binge watching is a great way to watch a complete series. (DC)

MTVATTS054: Binge watching is a great way to watch a complete series. (DS)  
 MTVATTS055: Binge watching is a great way to watch a complete series. (AS)  
 MTVATTS056: Binge watching is a great way to watch a complete series. (AC)  
 MTVATTS057: There are shows that I want to watch but I just dont have time (DC)  
 MTVATTS058: There are shows that I want to watch but I just dont have time (DS)  
 MTVATTS059: There are shows that I want to watch but I just dont have time (AS)  
 MTVATTS060: There are shows that I want to watch but I just dont have time (AC)  
 MTVATTS061: I like to save up episodes of my favorite shows and watch all at once. (DC)  
 MTVATTS062: I like to save up episodes of my favorite shows and watch all at once. (DS)  
 MTVATTS063: I like to save up episodes of my favorite shows and watch all at once. (AS)  
 MTVATTS064: I like to save up episodes of my favorite shows and watch all at once. (AC)  
 MTVATTS065: I would consider dropping my cable subscription if I could view my favorite programs online for less money (DC)  
 MTVATTS066: I would consider dropping my cable subscription if I could view my favorite programs online for less money (DS)  
 MTVATTS067: I would consider dropping my cable subscription if I could view my favorite programs online for less money (AS)  
 MTVATTS068: I would consider dropping my cable subscription if I could view my favorite programs online for less money (AC)  
 MTVATTS069: I would watch TV programs on my cell phone more often if the screen size was bigger (DC)  
 MTVATTS070: I would watch TV programs on my cell phone more often if the screen size was bigger (DS)  
 MTVATTS071: I would watch TV programs on my cell phone more often if the screen size was bigger (AS)  
 MTVATTS072: I would watch TV programs on my cell phone more often if the screen size was bigger (AC)  
 MTVATTS073: I only watch TV when I know I can skip commercials (DC)  
 MTVATTS074: I only watch TV when I know I can skip commercials (DS)  
 MTVATTS075: I only watch TV when I know I can skip commercials (AS)  
 MTVATTS076: I only watch TV when I know I can skip commercials (AC)  
 MTVATTS077: I often talk about TV shows with my friends (DC)  
 MTVATTS078: I often talk about TV shows with my friends (DS)  
 MTVATTS079: I often talk about TV shows with my friends (AS)  
 MTVATTS080: I often talk about TV shows with my friends (AC)  
 MTVATTS081: I like watching shows that everyones talking about (DC)  
 MTVATTS082: I like watching shows that everyones talking about (DS)  
 MTVATTS083: I like watching shows that everyones talking about (AS)  
 MTVATTS084: I like watching shows that everyones talking about (AC)  
 MTVATTS085: I watch shows when they first air so I wont accidentally hear about it (DC)  
 MTVATTS086: I watch shows when they first air so I wont accidentally hear about it (DS)  
 MTVATTS087: I watch shows when they first air so I wont accidentally hear about it (AS)  
 MTVATTS088: I watch shows when they first air so I wont accidentally hear about it (AC)  
 MTVATTS089: Im more likely to buy products or services advertised on networks I like (DC)  
 MTVATTS090: Im more likely to buy products or services advertised on networks I like (DS)  
 MTVATTS091: Im more likely to buy products or services advertised on networks I like (AS)  
 MTVATTS092: Im more likely to buy products or services advertised on networks I like (AC)  
 MTVATTS093: I pay more attention to commercials on networks I like (DC)  
 MTVATTS094: I pay more attention to commercials on networks I like (DS)  
 MTVATTS095: I pay more attention to commercials on networks I like (AS)  
 MTVATTS096: I pay more attention to commercials on networks I like (AC)  
 MTVATTS097: I often feel like Im overwhelmed with choice when it comes to watching TV (DC)  
 MTVATTS098: I often feel like Im overwhelmed with choice when it comes to watching TV (DS)  
 MTVATTS099: I often feel like Im overwhelmed with choice when it comes to watching TV (AS)  
 MTVATTS100: I often feel like Im overwhelmed with choice when it comes to watching TV (AC)  
 MTVATTS101: My family often watches different programs on different screens (DC)  
 MTVATTS102: My family often watches different programs on different screens (DS)  
 MTVATTS103: My family often watches different programs on different screens (AS)  
 MTVATTS104: My family often watches different programs on different screens (AC)  
 MTVATTS105: I like watching TV together with my friends and family (DC)  
 MTVATTS106: I like watching TV together with my friends and family (DS)  
 MTVATTS107: I like watching TV together with my friends and family (AS)  
 MTVATTS108: I like watching TV together with my friends and family (AC)  
 MTVATTS109: How often watching TV: On a TV More often than last year  
 MTVATTS110: How often watching TV: On a TV Same amount as last year  
 MTVATTS111: How often watching TV: On a TV Less often than last year  
 MTVATTS112: How often watching TV: On a TV Dont watch this way  
 MTVATTS113: How often watching TV: On a desktop computer More often than last year  
 MTVATTS114: How often watching TV: On a desktop computer Same amount as last year  
 MTVATTS115: How often watching TV: On a desktop computer Less often than last year  
 MTVATTS116: How often watching TV: On a desktop computer Dont watch this way  
 MTVATTS117: How often watching TV: On a laptop computer More often than last year  
 MTVATTS118: How often watching TV: On a laptop computer Same amount as last year  
 MTVATTS119: How often watching TV: On a laptop computer Less often than last year  
 MTVATTS120: How often watching TV: On a laptop computer Dont watch this way  
 MTVATTS121: How often watching TV: On a tablet More often than last year  
 MTVATTS122: How often watching TV: On a tablet Same amount as last year  
 MTVATTS123: How often watching TV: On a tablet Less often than last year  
 MTVATTS124: How often watching TV: On a tablet Dont watch this way  
 MTVATTS125: How often watching TV: On a smartphone More often than last year  
 MTVATTS126: How often watching TV: On a smartphone Same amount as last year  
 MTVATTS127: How often watching TV: On a smartphone Less often than last year  
 MTVATTS128: How often watching TV: On a smartphone Dont watch this way  
 MTVATTS129: How often watching TV: At the time of airing (live) More often than last year  
 MTVATTS130: How often watching TV: At the time of airing (live) Same amount as last year  
 MTVATTS131: How often watching TV: At the time of airing (live) Less often than last year  
 MTVATTS132: How often watching TV: At the time of airing (live) Dont watch this way  
 MTVATTS133: How often watching TV: Using a DVR More often than last year  
 MTVATTS134: How often watching TV: Using a DVR Same amount as last year  
 MTVATTS135: How often watching TV: Using a DVR Less often than last year  
 MTVATTS136: How often watching TV: Using a DVR Dont watch this way  
 MTVATTS137: How often watching TV: Using VOD (Video-On-Demand) More often than last year  
 MTVATTS138: How often watching TV: Using VOD (Video-On-Demand) Same amount as last year  
 MTVATTS139: How often watching TV: Using VOD (Video-On-Demand) Less often than last year  
 MTVATTS140: How often watching TV: Using VOD (Video-On-Demand) Dont watch this way  
 MTVATTS141: How often watching TV: Binge watching More often than last year  
 MTVATTS142: How often watching TV: Binge watching same amount as last year  
 MTVATTS143: How often watching TV: Binge watching less often than last year  
 MTVATTS144: How often watching TV: Dont binge watch  
 MTVATTS145: How often watching TV: Through my TV service providers website More often than last year



MTVATTS146: How often watching TV: Through my TV service providers website Same amount as last year  
 MTVATTS147: How often watching TV: Through my TV service providers website Less often than last year  
 MTVATTS148: How often watching TV: Through my TV service providers website Dont watch this way  
 MTVATTS149: How often watching TV: Through my TV service providers app More often than last year  
 MTVATTS150: How often watching TV: Through my TV service providers app Same amount as last year  
 MTVATTS151: How often watching TV: Through my TV service providers app Less often than last year  
 MTVATTS152: How often watching TV: Through my TV service providers app Dont watch this way  
 MTVATTS153: How often watching TV: Through a TV networks website More often than last year  
 MTVATTS154: How often watching TV: Through a TV networks website Same amount as last year  
 MTVATTS155: How often watching TV: Through a TV networks website Less often than last year  
 MTVATTS156: How often watching TV: Through a TV networks website Dont watch this way  
 MTVATTS157: How often watching TV: Through a TV networks app More often than last year  
 MTVATTS158: How often watching TV: Through a TV networks app Same amount as last year  
 MTVATTS159: How often watching TV: Through a TV networks app Less often than last year  
 MTVATTS160: How often watching TV: Through a TV networks app Dont watch this way  
 MTVATTS161: How often watching TV: Through another online streaming TV service More often than last year  
 MTVATTS162: How often watching TV: Through another online streaming TV service Same amount as last year  
 MTVATTS163: How often watching TV: Through another online streaming TV service Less often than last year  
 MTVATTS164: How often watching TV: Through another online streaming TV service Dont watch this way  
 MTVATTS165: Watching TV - How prefer to watch: Screen size Not Important at all  
 MTVATTS166: Watching TV - How prefer to watch: Screen size Not Very Important  
 MTVATTS167: Watching TV - How prefer to watch: Screen size Somewhat Important  
 MTVATTS168: Watching TV - How prefer to watch: Screen size Very Important  
 MTVATTS169: Watching TV - How prefer to watch: Little/no commercials Not Important at all  
 MTVATTS170: Watching TV - How prefer to watch: Little/no commercials Not Very Important  
 MTVATTS171: Watching TV - How prefer to watch: Little/no commercials Somewhat Important  
 MTVATTS172: Watching TV - How prefer to watch: Little/no commercials Very Important  
 MTVATTS173: Watching TV - How prefer to watch: Watching on-the-go not important at all  
 MTVATTS174: Watching TV - How prefer to watch: Watching on-the-go not very important  
 MTVATTS175: Watching TV - How prefer to watch: Watching on-the-go somewhat important  
 MTVATTS176: Watching TV - How prefer to watch: Watching on-the-go very important  
 MTVATTS177: Watching TV - How prefer to watch: Watching whenever I want Not Important at all  
 MTVATTS178: Watching TV - How prefer to watch: Watching whenever I want Not Very Important  
 MTVATTS179: Watching TV - How prefer to watch: Watching whenever I want Somewhat Important  
 MTVATTS180: Watching TV - How prefer to watch: Watching whenever I want Very Important

MTVATTS181: Watching TV - How prefer to watch: Easy access/log-in Not Important at all  
 MTVATTS182: Watching TV - How prefer to watch: Easy access/log-in Not Very Important  
 MTVATTS183: Watching TV - How prefer to watch: Easy access/log-in Somewhat Important  
 MTVATTS184: Watching TV - How prefer to watch: Easy access/log-in Very Important  
 MTVATTS185: Watching TV - How prefer to watch: Watching alone Not Important at all  
 MTVATTS186: Watching TV - How prefer to watch: Watching alone Not Very Important  
 MTVATTS187: Watching TV - How prefer to watch: Watching alone Somewhat Important  
 MTVATTS188: Watching TV - How prefer to watch: Watching alone Very Important  
 MTVATTS189: Watching TV - How prefer to watch: Watching with others Not Important at all  
 MTVATTS190: Watching TV - How prefer to watch: Watching with others Not Very Important  
 MTVATTS191: Watching TV - How prefer to watch: Watching with others Somewhat Important  
 MTVATTS192: Watching TV - How prefer to watch: Watching with others Very Important  
 MTVATTS193: Watching TV - How prefer to watch: Binge watching Not important at all  
 MTVATTS194: Watching TV - How prefer to watch: Binge watching Not Very important  
 MTVATTS195: Watching TV - How prefer to watch: Binge watching somewhat important  
 MTVATTS196: Watching TV - How prefer to watch: Binge watching Very important  
 MTVATTS197: Watching TV - How prefer to watch: Quality of programs Not Important at all  
 MTVATTS198: Watching TV - How prefer to watch: Quality of programs Not Very Important  
 MTVATTS199: Watching TV - How prefer to watch: Quality of programs Somewhat Important  
 MTVATTS200: Watching TV - How prefer to watch: Quality of programs Very Important  
 MTVATTS201: Watching TV - How prefer to watch: Variety of programs Not Important at all  
 MTVATTS202: Watching TV - How prefer to watch: Variety of programs Not Very Important  
 MTVATTS203: Watching TV - How prefer to watch: Variety of programs Somewhat Important  
 MTVATTS204: Watching TV - How prefer to watch: Variety of programs Very Important  
 MTVATTS205: Watching TV - How prefer to watch: Access to older episodes or seasons of a show Not Important at all  
 MTVATTS206: Watching TV - How prefer to watch: Access to older episodes or seasons of a show Not Very Important  
 MTVATTS207: Watching TV - How prefer to watch: Access to older episodes or seasons of a show Somewhat Important  
 MTVATTS208: Watching TV - How prefer to watch: Access to older episodes or seasons of a show Very Important  
 MTVATTS209: Watching TV - How prefer to watch: Access to series no longer on the air Not Important at all  
 MTVATTS210: Watching TV - How prefer to watch: Access to series no longer on the air Not Very Important  
 MTVATTS211: Watching TV - How prefer to watch: Access to series no longer on the air Somewhat Important  
 MTVATTS212: Watching TV - How prefer to watch: Access to series no longer on the air Very Important  
 MTVATTS213: Watching TV - How prefer to watch: Watching an episode live when it first airs Not Important at all  
 MTVATTS214: Watching TV - How prefer to watch: Watching an episode live when it first airs Not Very Important  
 MTVATTS215: Watching TV - How prefer to watch: Watching an episode live when it first airs Somewhat Important

MTVATTS216: Watching TV - How prefer to watch: Watching an episode live when it first airs Very Important  
 MTVATTS217: Watching TV - How prefer to watch: Talking about shows with my friends Not Important at all  
 MTVATTS218: Watching TV - How prefer to watch: Talking about shows with my friends Not Very Important  
 MTVATTS219: Watching TV - How prefer to watch: Talking about shows with my friends Somewhat Important  
 MTVATTS220: Watching TV - How prefer to watch: Talking about shows with my friends Very Important  
 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 Network 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: Another online streaming TV services website/app  
 Social Networking Attitudes  
 MATTSOC001: Social Networking Importance: Keep in touch with family/friends Not at all Important  
 MATTSOC002: Social Networking Importance: Keep in touch with family/friends Not Very Important  
 MATTSOC003: Social Networking Importance: Keep in touch with family/friends Somewhat Important  
 MATTSOC004: Social Networking Importance: Keep in touch with family/friends Very Important  
 MATTSOC005: Social Networking Importance: Reconnect with people from my past Not at all Important  
 MATTSOC006: Social Networking Importance: Reconnect with people from my past Not Very Important  
 MATTSOC007: Social Networking Importance: Reconnect with people from my past Somewhat Important  
 MATTSOC008: Social Networking Importance: Reconnect with people from my past Very Important  
 MATTSOC009: Social Networking Importance: Meet new friends Not at all Important  
 MATTSOC010: Social Networking Importance: Meet new friends Not Very Important  
 MATTSOC011: Social Networking Importance: Meet new friends Somewhat Important  
 MATTSOC012: Social Networking Importance: Meet new friends Very Important  
 MATTSOC013: Social Networking Importance: Follow the activities of friends/family Not at all Important  
 MATTSOC014: Social Networking Importance: Follow the activities of friends/family Not Very Important  
 MATTSOC015: Social Networking Importance: Follow the activities of friends/family Somewhat Important  
 MATTSOC016: Social Networking Importance: Follow the activities of friends/family Very Important  
 MATTSOC017: Social Networking Importance: Find out about products and services Not at all Important  
 MATTSOC018: Social Networking Importance: Find out about products and services Not Very Important  
 MATTSOC019: Social Networking Importance: Find out about products and services Somewhat Important  
 MATTSOC020: Social Networking Importance: Find out about products and services Very Important  
 MATTSOC021: Social Networking Importance: Rate or review a product or service Not at all Important

MATTSOC022: Social Networking Importance: Rate or review a product or service Not Very Important  
 MATTSOC023: Social Networking Importance: Rate or review a product or service Somewhat Important  
 MATTSOC024: Social Networking Importance: Rate or review a product or service Very Important  
 MATTSOC061: Social Networking Importance: Share Opinions/Beliefs: Not At All Important  
 MATTSOC062: Social Networking Importance: Share Opinions/Beliefs: Not Very Important  
 MATTSOC063: Social Networking Importance: Share Opinions/Beliefs: Somewhat Important  
 MATTSOC064: Social Networking Importance: Share Opinions/Beliefs: Very Important  
 MATTSOC065: Social Networking Importance: Influence Others: Not at all Important  
 MATTSOC066: Social Networking Importance: Influence Others: Not very Important  
 MATTSOC067: Social Networking Importance: Influence Others: Somewhat Important  
 MATTSOC068: Social Networking Importance: Influence Others: Very Important  
 MATTSOC025: Social Networking Importance: Meet/Network w professional contacts Not at all Important  
 MATTSOC026: Social Networking Importance: Meet/Network w professional contacts Not Very Important  
 MATTSOC027: Social Networking Importance: Meet/Network w professional contacts Somewhat Important  
 MATTSOC028: Social Networking Importance: Meet/Network w professional contacts Very Important  
 MATTSOC029: Social Networking Importance: Find people with similar interests Not at all Important  
 MATTSOC030: Social Networking Importance: Find people with similar interests Not Very Important  
 MATTSOC031: Social Networking Importance: Find people with similar interests Somewhat Important  
 MATTSOC032: Social Networking Importance: Find people with similar interests Very Important  
 MATTSOC033: Social Networking Importance: Find information about news/events Not at all Important  
 MATTSOC034: Social Networking Importance: Find information about news/events Not Very Important  
 MATTSOC035: Social Networking Importance: Find information about news/events Somewhat Important  
 MATTSOC036: Social Networking Importance: Find information about news/events Very Important  
 MATTSOC037: Social Networking Importance: Find information about a movies/TV Not at all Important  
 MATTSOC038: Social Networking Importance: Find information about a movies/TV Not Very Important  
 MATTSOC039: Social Networking Importance: Find information about a movies/TV Somewhat Important  
 MATTSOC040: Social Networking Importance: Find information about a movies/TV Very Important  
 MATTSOC041: Social Networking Importance: Find local information Not at all Important  
 MATTSOC042: Social Networking Importance: Find local information Not Very Important  
 MATTSOC043: Social Networking Importance: Find local information Somewhat Important  
 MATTSOC044: Social Networking Importance: Find local information Very Important  
 MATTSOC045: Social Networking Importance: Play games Not at all Important  
 MATTSOC046: Social Networking Importance: Play games Not Very Important  
 MATTSOC047: Social Networking Importance: Play games Somewhat Important  
 MATTSOC048: Social Networking Importance: Play games Very Important  
 MATTSOC049: Social Networking Importance: To support my favorite company/brand Not at all Important  
 MATTSOC050: Social Networking Importance: To support my favorite company/brand Not Very Important

MATTSOC051: Social Networking Importance: To support my favorite company/brand Somewhat Important

MATTSOC052: Social Networking Importance: To support my favorite company/brand Very Important

MATTSOC053: Social Networking Importance: To receive exclusive discounts/coupons Not at all Important

MATTSOC054: Social Networking Importance: To receive exclusive discounts/coupons Not Very Important

MATTSOC055: Social Networking Importance: To receive exclusive discounts/coupons Somewhat Important

MATTSOC056: Social Networking Importance: To receive exclusive discounts/coupons Very Important

MATTSOC057: Social Networking Importance: To get into VIP or Members-Only events Not at all Important

MATTSOC058: Social Networking Importance: To get into VIP or Members-Only events Not Very Important

MATTSOC059: Social Networking Importance: To get into VIP or Members-Only events Somewhat Important

MATTSOC060: Social Networking Importance: To get into VIP or Members-Only events Very Important

MATTSOC069: Social Media: Used/Visited

Vacation Travel

MATTVAC001: Vacation Travel: On vacations I prefer going to new places. (DC)

MATTVAC002: Vacation Travel: On vacations I prefer going to new places. (DS)

MATTVAC003: Vacation Travel: On vacations I prefer going to new places. (AS)

MATTVAC004: Vacation Travel: On vacations I prefer going to new places. (AC)

MATTVAC005: Vacation Travel: Security concerns lower travel likelihood. (DC)

MATTVAC006: Vacation Travel: Security concerns lower travel likelihood. (DS)

MATTVAC007: Vacation Travel: Security concerns lower travel likelihood. (AS)

MATTVAC008: Vacation Travel: Security concerns lower travel likelihood. (AC)

MATTVAC009: Vacation Travel: Travel hotel discounts strongly influence where I go/stay. (DC)

MATTVAC010: Vacation Travel: Travel hotel discounts strongly influence where I go/stay. (DS)

MATTVAC011: Vacation Travel: Travel hotel discounts strongly influence where I go/stay. (AS)

MATTVAC012: Vacation Travel: Travel hotel discounts strongly influence where I go/stay. (AC)

MATTVAC013: Vacation Travel: I often discuss my knowledge of vacation options with others. (DC)

MATTVAC014: Vacation Travel: I often discuss my knowledge of vacation options with others. (DS)

MATTVAC015: Vacation Travel: I often discuss my knowledge of vacation options with others. (AS)

MATTVAC016: Vacation Travel: I often discuss my knowledge of vacation options with others. (AC)

MATTVAC017: Vacation Travel: Price is more important than convenience when traveling (DC)

MATTVAC018: Vacation Travel: Price is more important than convenience when traveling (DS)

MATTVAC019: Vacation Travel: Price is more important than convenience when traveling (AS)

MATTVAC020: Vacation Travel: Price is more important than convenience when traveling (AC)

MATTVAC021: Vacation Travel: Id rather book a trip over the Internet . (DC)

MATTVAC022: Vacation Travel: Id rather book a trip over the Internet . (DS)

MATTVAC023: Vacation Travel: Id rather book a trip over the Internet . (AS)

MATTVAC024: Vacation Travel: Id rather book a trip over the Internet . (AC)

MATTVAC025: Vacation Travel: Packaged deals are great as I dont have to plan the details. (DC)

MATTVAC026: Vacation Travel: Packaged deals are great as I dont have to plan the details. (DS)

MATTVAC027: Vacation Travel: Packaged deals are great as I dont have to plan the details. (AS)

MATTVAC028: Vacation Travel: Packaged deals are great as I dont have to plan the details. (AC)

MATTVAC029: Vacation Travel: I love doing research on a location before I go on vacation. (DC)

MATTVAC030: Vacation Travel: I love doing research on a location before I go on vacation. (DS)

MATTVAC031: Vacation Travel: I love doing research on a location before I go on vacation. (AS)

MATTVAC032: Vacation Travel: I love doing research on a location before I go on vacation. (AC)

MATTVAC033: Vacation Travel: When I learn about a great vac I typically reco it to people I know. (DC)

MATTVAC034: Vacation Travel: When I learn about a great vac I typically reco it to people I know. (DS)

MATTVAC035: Vacation Travel: When I learn about a great vac I typically reco it to people I know. (AS)

MATTVAC036: Vacation Travel: When I learn about a great vac I typically reco it to people I know. (AC)

MATTVAC037: Vacation Travel: Id rather travel myself or with a small group. (DC)

MATTVAC038: Vacation Travel: Id rather travel myself or with a small group. (DS)

MATTVAC039: Vacation Travel: Id rather travel myself or with a small group. (AS)

MATTVAC040: Vacation Travel: Id rather travel myself or with a small group. (AC)

MATTVAC041: Vacation Travel: I frequently choose active vacations with lots to do. (DC)

MATTVAC042: Vacation Travel: I frequently choose active vacations with lots to do. (DS)

MATTVAC043: Vacation Travel: I frequently choose active vacations with lots to do. (AS)

MATTVAC044: Vacation Travel: I frequently choose active vacations with lots to do. (AC)

MATTVAC045: Vacation Travel: Its worth it to pay more for high quality hotels (DC)

MATTVAC046: Vacation Travel: Its worth it to pay more for high quality hotels (DS)

MATTVAC047: Vacation Travel: Its worth it to pay more for high quality hotels (AS)

MATTVAC048: Vacation Travel: Its worth it to pay more for high quality hotels (AC)

MATTVAC049: Vacation Travel: Im happy to do very little sightseeing on vacations. (DC)

MATTVAC050: Vacation Travel: Im happy to do very little sightseeing on vacations. (DS)

MATTVAC051: Vacation Travel: Im happy to do very little sightseeing on vacations. (AS)

MATTVAC052: Vacation Travel: Im happy to do very little sightseeing on vacations. (AC)

MATTVAC053: Vacation Travel: I enjoy learning about vacation options from others. (DC)

MATTVAC054: Vacation Travel: I enjoy learning about vacation options from others. (DS)

MATTVAC055: Vacation Travel: I enjoy learning about vacation options from others. (AS)

MATTVAC056: Vacation Travel: I enjoy learning about vacation options from others. (AC)

MATTVAC057: Vacation Travel: When I find a vacation spot I like I go back often. (DC)

MATTVAC058: Vacation Travel: When I find a vacation spot I like I go back often. (DS)

MATTVAC059: Vacation Travel: When I find a vacation spot I like I go back often. (AS)

MATTVAC060: Vacation Travel: When I find a vacation spot I like I go back often. (AC)

MATTVAC061: Vacation Travel: I am willing to pay more for my favorite airline. (DC)

MATTVAC062: Vacation Travel: I am willing to pay more for my favorite airline. (DS)

MATTVAC063: Vacation Travel: I am willing to pay more for my favorite airline. (AS)

MATTVAC064: Vacation Travel: I am willing to pay more for my favorite airline. (AC)

MATTVAC065: Vacation Travel: The best vacation is restful w/out too much exercise. (DC)

MATTVAC066: Vacation Travel: The best vacation is restful w/out too much exercise. (DS)

MATTVAC067: Vacation Travel: The best vacation is restful w/out too much exercise. (AS)

MATTVAC068: Vacation Travel: The best vacation is restful w/out too much exercise. (AC)  
 MATTVAC069: Vacation Travel: Group tours are fun and a good way to meet people. (DC)  
 MATTVAC070: Vacation Travel: Group tours are fun and a good way to meet people. (DS)  
 MATTVAC071: Vacation Travel: Group tours are fun and a good way to meet people. (AS)  
 MATTVAC072: Vacation Travel: Group tours are fun and a good way to meet people. (AC)  
 MATTVAC073: Vacation Travel: People often ask my advice about vacation travel. (DC)  
 MATTVAC074: Vacation Travel: People often ask my advice about vacation travel. (DS)  
 MATTVAC075: Vacation Travel: People often ask my advice about vacation travel. (AS)  
 MATTVAC076: Vacation Travel: People often ask my advice about vacation travel. (AC)  
 MATTVAC077: Vacation Travel: Id rather travel in the U.S. than to a foreign location. (DC)  
 MATTVAC078: Vacation Travel: Id rather travel in the U.S. than to a foreign location. (DS)  
 MATTVAC079: Vacation Travel: Id rather travel in the U.S. than to a foreign location. (AS)  
 MATTVAC080: Vacation Travel: Id rather travel in the U.S. than to a foreign location. (AC)  
 MATTVAC081: Vacation Travel: The Internet is not a secure way to make travel plans. (DC)  
 MATTVAC082: Vacation Travel: The Internet is not a secure way to make travel plans. (DS)  
 MATTVAC083: Vacation Travel: The Internet is not a secure way to make travel plans. (AS)  
 MATTVAC084: Vacation Travel: The Internet is not a secure way to make travel plans. (AC)  
 MATTVAC085: Vacation Travel: I often ask the advice of others about vacation travel. (DC)  
 MATTVAC086: Vacation Travel: I often ask the advice of others about vacation travel. (DS)  
 MATTVAC087: Vacation Travel: I often ask the advice of others about vacation travel. (AS)  
 MATTVAC088: Vacation Travel: I often ask the advice of others about vacation travel. (AC)  
 MATTVAC089: Vacation Travel: Last-minute travel specials are a great way to get a bargain (DC)  
 MATTVAC090: Vacation Travel: Last-minute travel specials are a great way to get a bargain (DS)  
 MATTVAC091: Vacation Travel: Last-minute travel specials are a great way to get a bargain (AS)  
 MATTVAC092: Vacation Travel: Last-minute travel specials are a great way to get a bargain (AC)  
 MATTVAC093: Vacation Travel: going to foreign places is a great way to learn other cultures. (DC)  
 MATTVAC094: Vacation Travel: going to foreign places is a great way to learn other cultures. (DS)  
 MATTVAC095: Vacation Travel: going to foreign places is a great way to learn other cultures. (AS)  
 MATTVAC096: Vacation Travel: going to foreign places is a great way to learn other cultures. (AC)  
 MATTVAC097: Vacation Travel: Id rather take a few weekend vacations than one long vacation. (DC)  
 MATTVAC098: Vacation Travel: Id rather take a few weekend vacations than one long vacation. (DS)  
 MATTVAC099: Vacation Travel: Id rather take a few weekend vacations than one long vacation. (AS)  
 MATTVAC100: Vacation Travel: Id rather take a few weekend vacations than one long vacation. (AC)  
 MATTVAC101: Vacation Travel: I prefer guided tours to traveling independently. (DC)

MATTVAC102: Vacation Travel: I prefer guided tours to traveling independently. (DS)  
 MATTVAC103: Vacation Travel: I prefer guided tours to traveling independently. (AS)  
 MATTVAC104: Vacation Travel: I prefer guided tours to traveling independently. (AC)  
 MATTVAC105: Vacation Travel: vacation planning is just as much fun as the trip itself. (DC)  
 MATTVAC106: Vacation Travel: vacation planning is just as much fun as the trip itself. (DS)  
 MATTVAC107: Vacation Travel: vacation planning is just as much fun as the trip itself. (AS)  
 MATTVAC108: Vacation Travel: vacation planning is just as much fun as the trip itself. (AC)  
 Intentions Next Year  
 MATTY1004: Next Year I Intend To: Buy your first house/residence Not At All Likely  
 MATTY1003: Next Year I Intend To: Buy your first house/residence Not Very Likely  
 MATTY1002: Next Year I Intend To: Buy your first house/residence Somewhat Likely  
 MATTY1001: Next Year I Intend To: Buy your first house/residence Very Likely  
 MATTY1008: Next Year I Intend To: Buy a second house/or vacation home Not At All Likely  
 MATTY1007: Next Year I Intend To: Buy a second house/or vacation home Not Very Likely  
 MATTY1006: Next Year I Intend To: Buy a second house/or vacation home Somewhat Likely  
 MATTY1005: Next Year I Intend To: Buy a second house/or vacation home Very Likely  
 MATTY1012: Next Year I Intend To: Sell your house/residence Not At All Likely  
 MATTY1011: Next Year I Intend To: Sell your house/residence Not Very Likely  
 MATTY1010: Next Year I Intend To: Sell your house/residence Somewhat Likely  
 MATTY1009: Next Year I Intend To: Sell your house/residence Very Likely  
 MATTY1016: Next Year I Intend To: Take out a 2nd Mortgage or Equity Loan Not At All Likely  
 MATTY1015: Next Year I Intend To: Take out a 2nd Mortgage or Equity Loan Not Very Likely  
 MATTY1014: Next Year I Intend To: Take out a 2nd Mortgage or Equity Loan Somewhat Likely  
 MATTY1013: Next Year I Intend To: Take out a 2nd Mortgage or Equity Loan Very Likely  
 MATTY1020: Next Year I Intend To: Remodel Kitchen Not At All Likely  
 MATTY1019: Next Year I Intend To: Remodel Kitchen Not Very Likely  
 MATTY1018: Next Year I Intend To: Remodel Kitchen Somewhat Likely  
 MATTY1017: Next Year I Intend To: Remodel Kitchen Very Likely  
 MATTY1024: Next Year I Intend To: Remodel Bathroom Not At All Likely  
 MATTY1023: Next Year I Intend To: Remodel Bathroom Not Very Likely  
 MATTY1022: Next Year I Intend To: Remodel Bathroom Somewhat Likely  
 MATTY1021: Next Year I Intend To: Remodel Bathroom Very Likely  
 MATTY1028: Next Year I Intend To: Convert room to home office Not At All Likely  
 MATTY1027: Next Year I Intend To: Convert room to home office Not Very Likely  
 MATTY1026: Next Year I Intend To: Convert room to home office Somewhat Likely  
 MATTY1025: Next Year I Intend To: Convert room to home office Very Likely  
 MATTY1032: Next Year I Intend To: Add rooms - Exterior Additions Not At All Likely  
 MATTY1031: Next Year I Intend To: Add rooms - Exterior Additions Not Very Likely  
 MATTY1030: Next Year I Intend To: Add rooms - Exterior Additions Somewhat Likely  
 MATTY1029: Next Year I Intend To: Add rooms - Exterior Additions Very Likely  
 MATTY1036: Next Year I Intend To: Other remodel your home Not At All Likely  
 MATTY1035: Next Year I Intend To: Other remodel your home Not Very Likely  
 MATTY1034: Next Year I Intend To: Other remodel your home Somewhat Likely  
 MATTY1033: Next Year I Intend To: Other remodel your home Very Likely  
 MATTY1040: Next Year I Intend To: Homeowner or personal property Not At All Likely  
 MATTY1039: Next Year I Intend To: Homeowner or personal property Not Very Likely  
 MATTY1038: Next Year I Intend To: Homeowner or personal property Somewhat Likely  
 MATTY1037: Next Year I Intend To: Homeowner or personal property Very Likely

MATTYI044: Next Year I Intend To: Life insurance Not At All Likely  
 MATTYI043: Next Year I Intend To: Life insurance Not Very Likely  
 MATTYI042: Next Year I Intend To: Life insurance Somewhat Likely  
 MATTYI041: Next Year I Intend To: Life insurance Very Likely  
 MATTYI048: Next Year I Intend To: Auto Insurance Not At All Likely  
 MATTYI047: Next Year I Intend To: Auto Insurance Not Very Likely  
 MATTYI046: Next Year I Intend To: Auto Insurance Somewhat Likely  
 MATTYI045: Next Year I Intend To: Auto Insurance Very Likely  
 MATTYI052: Next Year I Intend To: Invest in stocks bonds or mutual funds Not At All Likely  
 MATTYI051: Next Year I Intend To: Invest in stocks bonds or mutual funds Not Very Likely  
 MATTYI050: Next Year I Intend To: Invest in stocks bonds or mutual funds Somewhat Likely  
 MATTYI049: Next Year I Intend To: Invest in stocks bonds or mutual funds Very Likely  
 MATTYI056: Next Year I Intend To: Hawaii Not At All Likely  
 MATTYI055: Next Year I Intend To: Hawaii Not Very Likely  
 MATTYI054: Next Year I Intend To: Hawaii Somewhat Likely  
 MATTYI053: Next Year I Intend To: Hawaii Very Likely  
 MATTYI060: Next Year I Intend To: Florida Not At All Likely  
 MATTYI059: Next Year I Intend To: Florida Not Very Likely  
 MATTYI058: Next Year I Intend To: Florida Somewhat Likely  
 MATTYI057: Next Year I Intend To: Florida Very Likely  
 MATTYI064: Next Year I Intend To: Theme Park Not At All Likely  
 MATTYI063: Next Year I Intend To: Theme Park Not Very Likely  
 MATTYI062: Next Year I Intend To: Theme Park Somewhat Likely  
 MATTYI061: Next Year I Intend To: Theme Park Very Likely  
 MATTYI068: Next Year I Intend To: Other travel vacation within the U.S Not At All Likely  
 MATTYI067: Next Year I Intend To: Other travel vacation within the U.S Not Very Likely  
 MATTYI066: Next Year I Intend To: Other travel vacation within the U.S Somewhat Likely  
 MATTYI065: Next Year I Intend To: Other travel vacation within the U.S Very Likely  
 MATTYI072: Next Year I Intend To: Cruise: (for more than 1 day) Not At All Likely  
 MATTYI071: Next Year I Intend To: Cruise: (for more than 1 day) Not Very Likely  
 MATTYI070: Next Year I Intend To: Cruise: (for more than 1 day) Somewhat Likely  
 MATTYI069: Next Year I Intend To: Cruise: (for more than 1 day) Very Likely  
 MATTYI076: Next Year I Intend To: Europe Not At All Likely  
 MATTYI075: Next Year I Intend To: Europe Not Very Likely  
 MATTYI074: Next Year I Intend To: Europe Somewhat Likely  
 MATTYI073: Next Year I Intend To: Europe Very Likely  
 MATTYI080: Next Year I Intend To: Caribbean Not At All Likely  
 MATTYI079: Next Year I Intend To: Caribbean Not Very Likely  
 MATTYI078: Next Year I Intend To: Caribbean Somewhat Likely  
 MATTYI077: Next Year I Intend To: Caribbean Very Likely  
 MATTYI084: Next Year I Intend To: Mexico Not At All Likely  
 MATTYI083: Next Year I Intend To: Mexico Not Very Likely  
 MATTYI082: Next Year I Intend To: Mexico Somewhat Likely  
 MATTYI081: Next Year I Intend To: Mexico Very Likely  
 MATTYI088: Next Year I Intend To: South America Not At All Likely  
 MATTYI087: Next Year I Intend To: South America Not Very Likely  
 MATTYI086: Next Year I Intend To: South America Somewhat Likely  
 MATTYI085: Next Year I Intend To: South America Very Likely  
 MATTYI092: Next Year I Intend To: Other travel vacation abroad Not At All Likely  
 MATTYI091: Next Year I Intend To: Other travel vacation abroad Not Very Likely  
 MATTYI090: Next Year I Intend To: Other travel vacation abroad Somewhat Likely  
 MATTYI089: Next Year I Intend To: Other travel vacation abroad Very Likely  
 MATTYI096: Next Year I Intend To: Buy a new vehicle Not At All Likely  
 MATTYI095: Next Year I Intend To: Buy a new vehicle Not Very Likely  
 MATTYI094: Next Year I Intend To: Buy a new vehicle Somewhat Likely  
 MATTYI093: Next Year I Intend To: Buy a new vehicle Very Likely  
 MATTYI100: Next Year I Intend To: Buy a used or pre-owned vehicle Not At All Likely  
 MATTYI099: Next Year I Intend To: Buy a used or pre-owned vehicle Not Very Likely

MATTYI098: Next Year I Intend To: Buy a used or pre-owned vehicle Somewhat Likely  
 MATTYI097: Next Year I Intend To: Buy a used or pre-owned vehicle Very Likely  
 MATTYI104: Next Year I Intend To: Lease a vehicle Not At All Likely  
 MATTYI103: Next Year I Intend To: Lease a vehicle Not Very Likely  
 MATTYI102: Next Year I Intend To: Lease a vehicle Somewhat Likely  
 MATTYI101: Next Year I Intend To: Lease a vehicle Very Likely  
 MATTYI108: Next Year I Intend To: 2-door car Not At All Likely  
 MATTYI107: Next Year I Intend To: 2-door car Not Very Likely  
 MATTYI106: Next Year I Intend To: 2-door car Somewhat Likely  
 MATTYI105: Next Year I Intend To: 2-door car Very Likely  
 MATTYI112: Next Year I Intend To: 4-door car Not At All Likely  
 MATTYI111: Next Year I Intend To: 4-door car Not Very Likely  
 MATTYI110: Next Year I Intend To: 4-door car Somewhat Likely  
 MATTYI109: Next Year I Intend To: 4-door car Very Likely  
 MATTYI116: Next Year I Intend To: Van/Mini-van Not At All Likely  
 MATTYI115: Next Year I Intend To: Van/Mini-van Not Very Likely  
 MATTYI114: Next Year I Intend To: Van/Mini-van Somewhat Likely  
 MATTYI113: Next Year I Intend To: Van/Mini-van Very Likely  
 MATTYI120: Next Year I Intend To: Motorcycle Not At All Likely  
 MATTYI119: Next Year I Intend To: Motorcycle Not Very Likely  
 MATTYI118: Next Year I Intend To: Motorcycle Somewhat Likely  
 MATTYI117: Next Year I Intend To: Motorcycle Very Likely  
 MATTYI124: Next Year I Intend To: Sport Utility Vehicle Not At All Likely  
 MATTYI123: Next Year I Intend To: Sport Utility Vehicle Not Very Likely  
 MATTYI122: Next Year I Intend To: Sport Utility Vehicle Somewhat Likely  
 MATTYI121: Next Year I Intend To: Sport Utility Vehicle Very Likely  
 MATTYI128: Next Year I Intend To: Truck Not At All Likely  
 MATTYI127: Next Year I Intend To: Truck Not Very Likely  
 MATTYI126: Next Year I Intend To: Truck Somewhat Likely  
 MATTYI125: Next Year I Intend To: Truck Very Likely  
 MATTYI132: Next Year I Intend To: Hybrid/Alternative Fuel Vehicle Not At All Likely  
 MATTYI131: Next Year I Intend To: Hybrid/Alternative Fuel Vehicle Not Very Likely  
 MATTYI130: Next Year I Intend To: Hybrid/Alternative Fuel Vehicle Somewhat Likely  
 MATTYI129: Next Year I Intend To: Hybrid/Alternative Fuel Vehicle Very Likely  
 MATTYI136: Next Year I Intend To: E-reader (e.g. Amazon Kindle) Not At All Likely  
 MATTYI135: Next Year I Intend To: E-reader (e.g. Amazon Kindle) Not Very Likely  
 MATTYI134: Next Year I Intend To: E-reader (e.g. Amazon Kindle) Somewhat Likely  
 MATTYI133: Next Year I Intend To: E-reader (e.g. Amazon Kindle) Very Likely  
 MATTYI140: Next Year I Intend To: Tablet (e.g. Apple iPad) Not At All Likely  
 MATTYI139: Next Year I Intend To: Tablet (e.g. Apple iPad) Not Very Likely  
 MATTYI138: Next Year I Intend To: Tablet (e.g. Apple iPad) Somewhat Likely  
 MATTYI137: Next Year I Intend To: Tablet (e.g. Apple iPad) Very Likely  
 MATTYI225: Next Year I Intend To: Smartwatch Not At All Likely  
 MATTYI226: Next Year I Intend To: Smartwatch Not Very Likely  
 MATTYI227: Next Year I Intend To: Smartwatch Somewhat Likely  
 MATTYI228: Next Year I Intend To: Smartwatch Very Likely  
 MATTYI144: Next Year I Intend To: Home theater system Not At All Likely  
 MATTYI143: Next Year I Intend To: Home theater system Not Very Likely  
 MATTYI142: Next Year I Intend To: Home theater system Somewhat Likely  
 MATTYI141: Next Year I Intend To: Home theater system Very Likely  
 MATTYI148: Next Year I Intend To: Large flat screen/HDTV (27 - 42) Not At All Likely  
 MATTYI147: Next Year I Intend To: Large flat screen/HDTV (27 - 42) Not Very Likely  
 MATTYI146: Next Year I Intend To: Large flat screen/HDTV (27 - 42) Somewhat Likely  
 MATTYI145: Next Year I Intend To: Large flat screen/HDTV (27 - 42) Very Likely  
 MATTYI152: Next Year I Intend To: Giant flat screen/HDTV (43 or more) Not At All Likely  
 MATTYI151: Next Year I Intend To: Giant flat screen/HDTV (43 or more) Not Very Likely  
 MATTYI150: Next Year I Intend To: Giant flat screen/HDTV (43 or more) Somewhat Likely  
 MATTYI149: Next Year I Intend To: Giant flat screen/HDTV (43 or more) Very Likely

MATTY1160: Next Year I Intend To: Digital video camera/Digital camera Not At All Likely  
 MATTY1159: Next Year I Intend To: Digital video camera/Digital camera Not Very Likely  
 MATTY1158: Next Year I Intend To: Digital video camera/Digital camera Somewhat Likely  
 MATTY1157: Next Year I Intend To: Digital video camera/Digital camera Very Likely  
 MATTY1164: Next Year I Intend To: Desktop computer Not At All Likely  
 MATTY1163: Next Year I Intend To: Desktop computer Not Very Likely  
 MATTY1162: Next Year I Intend To: Desktop computer Somewhat Likely  
 MATTY1161: Next Year I Intend To: Desktop computer Very Likely  
 MATTY1168: Next Year I Intend To: Laptop computer Not At All Likely  
 MATTY1167: Next Year I Intend To: Laptop computer Not Very Likely  
 MATTY1166: Next Year I Intend To: Laptop computer Somewhat Likely  
 MATTY1165: Next Year I Intend To: Laptop computer Very Likely  
 MATTY1172: Next Year I Intend To: Satellite Radio Not At All Likely  
 MATTY1171: Next Year I Intend To: Satellite Radio Not Very Likely  
 MATTY1170: Next Year I Intend To: Satellite Radio Somewhat Likely  
 MATTY1169: Next Year I Intend To: Satellite Radio Very Likely  
 MATTY1176: Next Year I Intend To: Smartphone Not At All Likely  
 MATTY1175: Next Year I Intend To: Smartphone Not Very Likely  
 MATTY1174: Next Year I Intend To: Smartphone Somewhat Likely  
 MATTY1173: Next Year I Intend To: Smartphone Very Likely  
 MATTY1229: Next Year I Intend To: Smart Speaker (e.g. Amazon Echo) Not At All Likely  
 MATTY1230: Next Year I Intend To: Smart Speaker (e.g. Amazon Echo) Not Very Likely  
 MATTY1231: Next Year I Intend To: Smart Speaker (e.g. Amazon Echo) Somewhat Likely  
 MATTY1232: Next Year I Intend To: Smart Speaker (e.g. Amazon Echo) Very Likely  
 MATTY1233: Next Year I Intend To: Smarthome Hub Not At All Likely  
 MATTY1234: Next Year I Intend To: Smarthome Hub Not Very Likely  
 MATTY1235: Next Year I Intend To: Smarthome Hub Somewhat Likely  
 MATTY1236: Next Year I Intend To: Smarthome Hub Very Likely  
 MATTY1180: Next Year I Intend To: Get engaged Not At All Likely  
 MATTY1179: Next Year I Intend To: Get engaged Not Very Likely  
 MATTY1178: Next Year I Intend To: Get engaged Somewhat Likely  
 MATTY1177: Next Year I Intend To: Get engaged Very Likely  
 MATTY1184: Next Year I Intend To: Become a parent Not At All Likely  
 MATTY1183: Next Year I Intend To: Become a parent Not Very Likely  
 MATTY1182: Next Year I Intend To: Become a parent Somewhat Likely  
 MATTY1181: Next Year I Intend To: Become a parent Very Likely  
 MATTY1188: Next Year I Intend To: Become a grandparent Not At All Likely  
 MATTY1187: Next Year I Intend To: Become a grandparent Not Very Likely  
 MATTY1186: Next Year I Intend To: Become a grandparent Somewhat Likely  
 MATTY1185: Next Year I Intend To: Become a grandparent Very Likely  
 MATTY1192: Next Year I Intend To: Have a child go away to college Not At All Likely  
 MATTY1191: Next Year I Intend To: Have a child go away to college Not Very Likely  
 MATTY1190: Next Year I Intend To: Have a child go away to college Somewhat Likely  
 MATTY1189: Next Year I Intend To: Have a child go away to college Very Likely  
 MATTY1196: Next Year I Intend To: Have a child graduate from college Not At All Likely  
 MATTY1195: Next Year I Intend To: Have a child graduate from college Not Very Likely  
 MATTY1194: Next Year I Intend To: Have a child graduate from college Somewhat Likely  
 MATTY1193: Next Year I Intend To: Have a child graduate from college Very Likely  
 MATTY1200: Next Year I Intend To: Have a child get married Not At All Likely  
 MATTY1199: Next Year I Intend To: Have a child get married Not Very Likely  
 MATTY1198: Next Year I Intend To: Have a child get married Somewhat Likely  
 MATTY1197: Next Year I Intend To: Have a child get married Very Likely  
 MATTY1204: Next Year I Intend To: Retire from full-time work Not At All Likely  
 MATTY1203: Next Year I Intend To: Retire from full-time work Not Very Likely  
 MATTY1202: Next Year I Intend To: Retire from full-time work Somewhat Likely

MATTY1201: Next Year I Intend To: Retire from full-time work Very Likely  
 MATTY1208: Next Year I Intend To: Rollover from pension/IRA/401(k) Not At All Likely  
 MATTY1207: Next Year I Intend To: Rollover from pension/IRA/401(k) Not Very Likely  
 MATTY1206: Next Year I Intend To: Rollover from pension/IRA/401(k) Somewhat Likely  
 MATTY1205: Next Year I Intend To: Rollover from pension/IRA/401(k) Very Likely  
 MATTY1212: Next Year I Intend To: Collect lump-sum from pension/IRA/401k Not At All Likely  
 MATTY1211: Next Year I Intend To: Collect lump-sum from pension/IRA/401k Not Very Likely  
 MATTY1210: Next Year I Intend To: Collect lump-sum from pension/IRA/401k Somewhat Likely  
 MATTY1209: Next Year I Intend To: Collect lump-sum from pension/IRA/401k Very Likely  
 MATTY1216: Next Year I Intend To: Start or buy a new business Not At All Likely  
 MATTY1215: Next Year I Intend To: Start or buy a new business Not Very Likely  
 MATTY1214: Next Year I Intend To: Start or buy a new business Somewhat Likely  
 MATTY1213: Next Year I Intend To: Start or buy a new business Very Likely  
 MATTY1237: Next Year I Intend To: Start or return to school Not At All Likely  
 MATTY1238: Next Year I Intend To: Start or return to school Not Very Likely  
 MATTY1239: Next Year I Intend To: Start or return to school Somewhat Likely  
 MATTY1240: Next Year I Intend To: Start or return to school Very Likely  
 MATTY1220: Next Year I Intend To: Change jobs Not At All Likely  
 MATTY1219: Next Year I Intend To: Change jobs Not Very Likely  
 MATTY1218: Next Year I Intend To: Change jobs Somewhat Likely  
 MATTY1217: Next Year I Intend To: Change jobs Very Likely  
 MATTY1224: Next Year I Intend To: Get a dog or cat Not At All Likely  
 MATTY1223: Next Year I Intend To: Get a dog or cat Not Very Likely  
 MATTY1222: Next Year I Intend To: Get a dog or cat Somewhat Likely  
 MATTY1221: Next Year I Intend To: Get a dog or cat Very Likely

**Shopping**

Appliance/Hardware/Electronics  
 MSHAHE001: Appliance Hardware & Electronics Stores : Shopped at Ace Hardware last year  
 MSHAHE002: Appliance Hardware & Electronics Stores : Shopped at Harbor Freight Tools last year  
 MSHAHE003: Appliance Hardware & Electronics Stores : Shopped at Home Depot last year  
 MSHAHE004: Appliance Hardware & Electronics Stores : Shopped at Lowes last year  
 MSHAHE013: Appliance Hardware & Electronics Stores : Shopped at Menards last year  
 MSHAHE005: Appliance Hardware & Electronics Stores : Shopped at Sears Appliance & Hardware last year  
 MSHAHE006: Appliance Hardware & Electronics Stores : Shopped at Sherwin-Williams last year  
 MSHAHE007: Appliance Hardware & Electronics Stores : Shopped at Tractor Supply Company last year  
 MSHAHE008: Appliance Hardware & Electronics Stores : Shopped at True Value last year  
 MSHAHE009: Appliance Hardware & Electronics Stores : Shopped at Apple Store last year  
 MSHAHE010: Appliance Hardware & Electronics Stores : Shopped at Best Buy last year  
 MSHAHE011: Appliance Hardware & Electronics Stores : Shopped at RadioShack last year  
 MSHAHE012: Appliance Hardware & Electronics Stores : Shopped at RAC Rent-A-Center last year  
 Catalog/Internet/Phone/Mail Shopping  
 MSHPINT001: Internet And Catalog Shopping - Amount spent last year: <\$50  
 MSHPINT002: Internet And Catalog Shopping - Amount spent last year: \$50 - \$99  
 MSHPINT003: Internet And Catalog Shopping - Amount spent last year: \$100 - \$199  
 MSHPINT004: Internet And Catalog Shopping - Amount spent last year: \$200 - \$499

MSHPINT005: Internet And Catalog Shopping - Amount spent last year: \$500 - \$799  
 MSHPINT006: Internet And Catalog Shopping - Amount spent last year: \$800+  
 MSHPINT007: Internet And Catalog Shopping - You Personally Ordered: 1800PetMeds  
 MSHPINT008: Internet And Catalog Shopping - You Personally Ordered: Avon  
 MSHPINT009: Internet And Catalog Shopping - You Personally Ordered: Coldwater Creek  
 MSHPINT010: Internet And Catalog Shopping - You Personally Ordered: Crate & Barrel  
 MSHPINT011: Internet And Catalog Shopping - You Personally Ordered: Eddie Bauer  
 MSHPINT012: Internet And Catalog Shopping - You Personally Ordered: Fingerhut  
 MSHPINT013: Internet And Catalog Shopping - You Personally Ordered: Hammacher Schlemmer  
 MSHPINT014: Internet And Catalog Shopping - You Personally Ordered: Home Shopping Network (HSN)  
 MSHPINT015: Internet And Catalog Shopping - You Personally Ordered: J.Crew  
 MSHPINT016: Internet And Catalog Shopping - You Personally Ordered: JCPenney  
 MSHPINT017: Internet And Catalog Shopping - You Personally Ordered: L.L.Bean  
 MSHPINT018: Internet And Catalog Shopping - You Personally Ordered: Lands End  
 MSHPINT019: Internet And Catalog Shopping - You Personally Ordered: Macys  
 MSHPINT020: Internet And Catalog Shopping - You Personally Ordered: Neiman Marcus  
 MSHPINT021: Internet And Catalog Shopping - You Personally Ordered: Nordstrom  
 MSHPINT022: Internet And Catalog Shopping - You Personally Ordered: Office Depot  
 MSHPINT023: Internet And Catalog Shopping - You Personally Ordered: Pottery Barn  
 MSHPINT024: Internet And Catalog Shopping - You Personally Ordered: ProFlowers  
 MSHPINT025: Internet And Catalog Shopping - You Personally Ordered: Publishers Clearing House  
 MSHPINT026: Internet And Catalog Shopping - You Personally Ordered: QVC  
 MSHPINT027: Internet And Catalog Shopping - You Personally Ordered: REI  
 MSHPINT175: Internet And Catalog Shopping - You Personally Ordered: Sharies Berries  
 MSHPINT028: Internet And Catalog Shopping - You Personally Ordered: Staples  
 MSHPINT029: Internet And Catalog Shopping - You Personally Ordered: Teleflora  
 MSHPINT030: Internet And Catalog Shopping - You Personally Ordered: Victorias Secret  
 MSHPINT031: Internet And Catalog Shopping - You Personally Ordered: Other Department/Specialty Store  
 MSHPINT032: Internet And Catalog Shopping - You Personally Ordered: Other Catalog/Mail Order Service  
 MSHPINT033: Internet And Catalog Shopping - Websites ordered from: 1800flowers.com  
 MSHPINT034: Internet And Catalog Shopping - Websites ordered from: Amazon.com  
 MSHPINT035: Internet And Catalog Shopping - Websites ordered from: American Eagle Outfitters (ae.com)  
 MSHPINT176: Internet And Catalog Shopping - Websites ordered from: Apple.com  
 MSHPINT036: Internet And Catalog Shopping - Websites ordered from: BananaRepublic.com  
 MSHPINT037: Internet And Catalog Shopping - Websites ordered from: Barnes&Noble.com  
 MSHPINT038: Internet And Catalog Shopping - Websites ordered from: BathandBodyWorks.com  
 MSHPINT039: Internet And Catalog Shopping - Websites ordered from: BedBathandBeyond.com  
 MSHPINT040: Internet And Catalog Shopping - Websites ordered from: Belk.com  
 MSHPINT041: Internet And Catalog Shopping - Websites ordered from: BestBuy.com  
 MSHPINT177: Internet And Catalog Shopping - Websites ordered from: BlueApron.com

MSHPINT042: Internet And Catalog Shopping - Websites ordered from: Costco.com  
 MSHPINT043: Internet And Catalog Shopping - Websites ordered from: CVS.com  
 MSHPINT044: Internet And Catalog Shopping - Websites ordered from: Dell.com  
 MSHPINT045: Internet And Catalog Shopping - Websites ordered from: Dillards.com  
 MSHPINT178: Internet And Catalog Shopping - Websites ordered from: Disney (shopdisney.com)  
 MSHPINT047: Internet And Catalog Shopping - Websites ordered from: eBay.com  
 MSHPINT048: Internet And Catalog Shopping - Websites ordered from: EdibleArrangements.com  
 MSHPINT049: Internet And Catalog Shopping - Websites ordered from: Etsy.com  
 MSHPINT050: Internet And Catalog Shopping - Websites ordered from: Expedia.com  
 MSHPINT051: Internet And Catalog Shopping - Websites ordered from: Fandango.com  
 MSHPINT179: Internet And Catalog Shopping - Websites ordered from: FreshDirect.com  
 MSHPINT052: Internet And Catalog Shopping - Websites ordered from: FTD.com  
 MSHPINT053: Internet And Catalog Shopping - Websites ordered from: Gap.com  
 MSHPINT180: Internet And Catalog Shopping - Websites ordered from: HelloFresh.com  
 MSHPINT054: Internet And Catalog Shopping - Websites ordered from: HomeDepot.com  
 MSHPINT055: Internet And Catalog Shopping - Websites ordered from: Hotels.com  
 MSHPINT056: Internet And Catalog Shopping - Websites ordered from: Hotwire.com  
 MSHPINT058: Internet And Catalog Shopping - Websites ordered from: iTunes.com (Apple Store)  
 MSHPINT059: Internet And Catalog Shopping - Websites ordered from: Joann.com  
 MSHPINT060: Internet And Catalog Shopping - Websites ordered from: Kmart.com  
 MSHPINT061: Internet And Catalog Shopping - Websites ordered from: Kohls.com  
 MSHPINT062: Internet And Catalog Shopping - Websites ordered from: LiveNation.com  
 MSHPINT063: Internet And Catalog Shopping - Websites ordered from: Lowes.com  
 MSHPINT064: Internet And Catalog Shopping - Websites ordered from: Michaels.com  
 MSHPINT181: Internet And Catalog Shopping - Websites ordered from: MoviePass.com  
 MSHPINT182: Internet And Catalog Shopping - Websites ordered from: Nike.com  
 MSHPINT065: Internet And Catalog Shopping - Websites ordered from: OldNavy.com  
 MSHPINT066: Internet And Catalog Shopping - Websites ordered from: Orbitz.com  
 MSHPINT067: Internet And Catalog Shopping - Websites ordered from: Overstock.com  
 MSHPINT069: Internet And Catalog Shopping - Websites ordered from: Payless.com  
 MSHPINT070: Internet And Catalog Shopping - Websites ordered from: PetSmart.com  
 MSHPINT183: Internet And Catalog Shopping - Websites ordered from: Plated.com  
 MSHPINT071: Internet And Catalog Shopping - Websites ordered from: Priceline.com  
 MSHPINT072: Internet And Catalog Shopping - Websites ordered from: SamsClub.com  
 MSHPINT073: Internet And Catalog Shopping - Websites ordered from: Sears.com  
 MSHPINT074: Internet And Catalog Shopping - Websites ordered from: Sephora.com  
 MSHPINT184: Internet And Catalog Shopping - Websites ordered from: StitchFix.com  
 MSHPINT075: Internet And Catalog Shopping - Websites ordered from: StubHub.com  
 MSHPINT185: Internet And Catalog Shopping - Websites ordered from: TJMaxx.com

MSHPINT076: Internet And Catalog Shopping - Websites ordered from: Target.com  
 MSHPINT077: Internet And Catalog Shopping - Websites ordered from: Ticketmaster.com  
 MSHPINT079: Internet And Catalog Shopping - Websites ordered from: Travelocity.com  
 MSHPINT080: Internet And Catalog Shopping - Websites ordered from: Walgreens.com  
 MSHPINT081: Internet And Catalog Shopping - Websites ordered from: Walmart.com  
 MSHPINT186: Internet And Catalog Shopping - Websites ordered from: Wayfair.com  
 MSHPINT082: Internet And Catalog Shopping - Websites ordered from: Zappos.com  
 MSHPINT187: Internet And Catalog Shopping - Websites ordered from: Zulily.com  
 MSHPINT084: Internet And Catalog Shopping - Websites ordered from: Other Internet site  
 MSHPINT085: Internet And Catalog Shopping - Ordered By Mail/Phone: 1800PetMeds  
 MSHPINT086: Internet And Catalog Shopping - Ordered By Mail/Phone: Avon  
 MSHPINT087: Internet And Catalog Shopping - Ordered By Mail/Phone: Coldwater Creek  
 MSHPINT088: Internet And Catalog Shopping - Ordered By Mail/Phone: Crate & Barrel  
 MSHPINT089: Internet And Catalog Shopping - Ordered By Mail/Phone: Eddie Bauer  
 MSHPINT090: Internet And Catalog Shopping - Ordered By Mail/Phone: Fingerhut  
 MSHPINT091: Internet And Catalog Shopping - Ordered By Mail/Phone: Hammacher Schlemmer  
 MSHPINT092: Internet And Catalog Shopping - Ordered By Mail/Phone: Home Shopping Network (HSN)  
 MSHPINT093: Internet And Catalog Shopping - Ordered By Mail/Phone: J.Crew  
 MSHPINT094: Internet And Catalog Shopping - Ordered By Mail/Phone: JCPenney  
 MSHPINT095: Internet And Catalog Shopping - Ordered By Mail/Phone: L.L.Bean  
 MSHPINT096: Internet And Catalog Shopping - Ordered By Mail/Phone: Lands End  
 MSHPINT097: Internet And Catalog Shopping - Ordered By Mail/Phone: Macys  
 MSHPINT098: Internet And Catalog Shopping - Ordered By Mail/Phone: Neiman Marcus  
 MSHPINT099: Internet And Catalog Shopping - Ordered By Mail/Phone: Nordstrom  
 MSHPINT100: Internet And Catalog Shopping - Ordered By Mail/Phone: Office Depot  
 MSHPINT101: Internet And Catalog Shopping - Ordered By Mail/Phone: Pottery Barn  
 MSHPINT102: Internet And Catalog Shopping - Ordered By Mail/Phone: ProFlowers  
 MSHPINT103: Internet And Catalog Shopping - Ordered By Mail/Phone: Publishers Clearing House  
 MSHPINT104: Internet And Catalog Shopping - Ordered By Mail/Phone: QVC  
 MSHPINT105: Internet And Catalog Shopping - Ordered By Mail/Phone: REI  
 MSHPINT188: Internet And Catalog Shopping - Ordered By Mail/Phone: Sharies Berries  
 MSHPINT106: Internet And Catalog Shopping - Ordered By Mail/Phone: Staples  
 MSHPINT107: Internet And Catalog Shopping - Ordered By Mail/Phone: Teleflora  
 MSHPINT108: Internet And Catalog Shopping - Ordered By Mail/Phone: Victorias Secret  
 MSHPINT109: Internet And Catalog Shopping - Ordered By Mail/Phone: Other Department/Specialty Store  
 MSHPINT110: Internet And Catalog Shopping - Ordered By Mail/Phone: Other Catalog/Mail Order Service  
 MSHPINT111: Internet And Catalog Shopping Bought last year: Airline tickets  
 MSHPINT112: Internet And Catalog Shopping Bought last year: Automotive Products  
 MSHPINT113: Internet And Catalog Shopping Bought last year: Baby Accessories  
 MSHPINT114: Internet And Catalog Shopping Bought last year: Banking Services  
 MSHPINT115: Internet And Catalog Shopping Bought last year: Bedding/Linens  
 MSHPINT116: Internet And Catalog Shopping Bought last year: Books

MSHPINT117: Internet And Catalog Shopping Bought last year: Cameras and equipment  
 MSHPINT118: Internet And Catalog Shopping Bought last year: Car/Vehicle Rental Reservations  
 MSHPINT119: Internet And Catalog Shopping Bought last year: CDs  
 MSHPINT120: Internet And Catalog Shopping Bought last year: Cell phones/accessories  
 MSHPINT121: Internet And Catalog Shopping Bought last year: Clothing/Apparel  
 MSHPINT122: Internet And Catalog Shopping Bought last year: Coffee & Tea  
 MSHPINT123: Internet And Catalog Shopping Bought last year: Collectors items (coins stamps etc.)  
 MSHPINT124: Internet And Catalog Shopping Bought last year: Computers  
 MSHPINT125: Internet And Catalog Shopping Bought last year: Computer Software/Accessories  
 MSHPINT126: Internet And Catalog Shopping Bought last year: Cooking/Kitchen accessories  
 MSHPINT127: Internet And Catalog Shopping Bought last year: Cosmetics/toiletries  
 MSHPINT128: Internet And Catalog Shopping Bought last year: Credit Cards  
 MSHPINT129: Internet And Catalog Shopping Bought last year: DVDs/Blu-ray Discs  
 MSHPINT130: Internet And Catalog Shopping Bought last year: Educational Programs  
 MSHPINT131: Internet And Catalog Shopping Bought last year: Fitness Apparel/Equipment  
 MSHPINT132: Internet And Catalog Shopping Bought last year: Flowers  
 MSHPINT134: Internet And Catalog Shopping Bought last year: Garden supplies  
 MSHPINT135: Internet And Catalog Shopping Bought last year: Gift Baskets  
 MSHPINT136: Internet And Catalog Shopping Bought last year: Handbags/Other Accessories  
 MSHPINT137: Internet And Catalog Shopping Bought last year: Hobby or craft supplies  
 MSHPINT138: Internet And Catalog Shopping Bought last year: Home furnishings  
 MSHPINT139: Internet And Catalog Shopping Bought last year: Home improvement items/tools  
 MSHPINT140: Internet And Catalog Shopping Bought last year: Hotel reservations  
 MSHPINT141: Internet And Catalog Shopping Bought last year: Household/small appliances  
 MSHPINT142: Internet And Catalog Shopping Bought last year: Housewares  
 MSHPINT143: Internet And Catalog Shopping Bought last year: Hunting fishing camping equipment  
 MSHPINT144: Internet And Catalog Shopping Bought last year: Jewelry/watches  
 MSHPINT146: Internet And Catalog Shopping Bought last year: Office Supplies  
 MSHPINT147: Internet And Catalog Shopping Bought last year: Pet products/supplies  
 MSHPINT148: Internet And Catalog Shopping Bought last year: Prescription Drugs  
 MSHPINT149: Internet And Catalog Shopping Bought last year: Religious Products  
 MSHPINT150: Internet And Catalog Shopping Bought last year: Shoes/Footwear  
 MSHPINT151: Internet And Catalog Shopping Bought last year: Sports apparel/memorabilia  
 MSHPINT152: Internet And Catalog Shopping Bought last year: Sports equipment  
 MSHPINT153: Internet And Catalog Shopping Bought last year: Stereo/Audio Equipment  
 MSHPINT154: Internet And Catalog Shopping Bought last year: Tickets - Concerts & other entertainment  
 MSHPINT155: Internet And Catalog Shopping Bought last year: Tickets - Movies  
 MSHPINT156: Internet And Catalog Shopping Bought last year: Tickets - Sports Events  
 MSHPINT157: Internet And Catalog Shopping Bought last year: Toys/Games  
 MSHPINT158: Internet And Catalog Shopping Bought last year: TVs  
 MSHPINT159: Internet And Catalog Shopping Bought last year: Video Games/Systems  
 MSHPINT160: Internet And Catalog Shopping Bought last year: Vitamins  
 MSHPINT161: Internet And Catalog Shopping Bought last year: Wedding/Occasion Gifts  
 MSHPINT162: Internet And Catalog Shopping Bought last year: Wines/Champagnes  
 MSHPINT163: Internet And Catalog Shopping Bought last year: Other Electronics



MSHPINT164: Internet And Catalog Shopping Bought last year: Other Financial/Insurance Products  
 MSHPINT165: Internet And Catalog Shopping Bought last year: Other Health/Medical supplies  
 MSHPINT166: Internet And Catalog Shopping Bought last year: Other Travel Services  
 MSHPINT167: Internet And Catalog Shopping Bought last year: Other  
 MSHPINT168: Internet And Catalog Shopping Bought last year: Any  
 MSHPINT133: Internet And Catalog Shopping Bought last year: Food/Groceries  
 MSHPINT169: Internet And Catalog Shopping - Total Spent: <\$50  
 MSHPINT170: Internet And Catalog Shopping - Total Spent: \$50 - \$99  
 MSHPINT171: Internet And Catalog Shopping - Total Spent: \$100 - \$199  
 MSHPINT172: Internet And Catalog Shopping - Total Spent: \$200 - \$499  
 MSHPINT173: Internet And Catalog Shopping - Total Spent: \$500 - \$799  
 MSHPINT174: Internet And Catalog Shopping - Total Spent: \$800+ Convenience Stores  
 MSHPDPT001: Convenience Stores - Total Spent: Under \$11  
 MSHPDPT002: Convenience Stores - Total Spent: \$11 - \$19  
 MSHPDPT003: Convenience Stores - Total Spent: \$20 - \$39  
 MSHPDPT004: Convenience Stores - Total Spent: \$40 - \$50  
 MSHPDPT005: Convenience Stores - Total Spent: \$51 - \$99  
 MSHPDPT006: Convenience Stores - Total Spent: \$100+  
 MSHPDPT007: Convenience Stores - Items Bought: Breakfast sandwich  
 MSHPDPT008: Convenience Stores - Items Bought: Lunch sandwich  
 MSHPDPT009: Convenience Stores - Items Bought: Hot dogs  
 MSHPDPT010: Convenience Stores - Items Bought: Pizza  
 MSHPDPT011: Convenience Stores - Items Bought: Other grill food  
 MSHPDPT012: Convenience Stores - Items Bought: Ice cream  
 MSHPDPT013: Convenience Stores - Items Bought: Candy  
 MSHPDPT014: Convenience Stores - Items Bought: Snack foods  
 MSHPDPT015: Convenience Stores - Items Bought: Dairy products  
 MSHPDPT016: Convenience Stores - Items Bought: Bread  
 MSHPDPT017: Convenience Stores - Items Bought: Other bakery items  
 MSHPDPT018: Convenience Stores - Items Bought: Coffee - brewed  
 MSHPDPT019: Convenience Stores - Items Bought: Milk  
 MSHPDPT020: Convenience Stores - Items Bought: Soft drinks - bottle/can  
 MSHPDPT021: Convenience Stores - Items Bought: Soft drinks - fountain  
 MSHPDPT022: Convenience Stores - Items Bought: Juice drinks  
 MSHPDPT023: Convenience Stores - Items Bought: Beer  
 MSHPDPT024: Convenience Stores - Items Bought: Frozen beverage  
 MSHPDPT025: Convenience Stores - Items Bought: Cigarettes  
 MSHPDPT026: Convenience Stores - Items Bought: Lottery tickets  
 MSHPDPT027: Convenience Stores - Items Bought: Non-prescription drug/OTC  
 MSHPDPT028: Convenience Stores - Items Bought: ATM/Financial services  
 MSHPDPT029: Convenience Stores - Items Bought: Gas  
 MSHPDPT030: Convenience Stores - Items Bought: Other (non-food)  
 MSHPDPT031: Convenience Stores - Time Of Day Usually Shop: Morning (5am-10am)  
 MSHPDPT032: Convenience Stores - Time Of Day Usually Shop: Mid Day (10am-2pm)  
 MSHPDPT033: Convenience Stores - Time Of Day Usually Shop: Afternoon (2pm-7pm)  
 MSHPDPT034: Convenience Stores - Time Of Day Usually Shop: Evening (7pm-midnight)  
 MSHPDPT035: Convenience Stores: AM/PM In last 6 months  
 MSHPDPT036: Convenience Stores: BP Food Mart In last 6 months  
 MSHPDPT037: Convenience Stores: Caseys General Store In last 6 months  
 MSHPDPT038: Convenience Stores: Circle K In last 6 months  
 MSHPDPT039: Convenience Stores: Citgo In last 6 months  
 MSHPDPT040: Convenience Stores: Cumberland Farms In last 6 months  
 MSHPDPT041: Convenience Stores: Exxon/Mobil On the Run In last 6 months  
 MSHPDPT042: Convenience Stores: QuikTrip In last 6 months  
 MSHPDPT043: Convenience Stores: 7-Eleven In last 6 months  
 MSHPDPT044: Convenience Stores: Sheetz In last 6 months  
 MSHPDPT045: Convenience Stores: Shell In last 6 months  
 MSHPDPT046: Convenience Stores: Speedway In last 6 months  
 MSHPDPT047: Convenience Stores: Wawa In last 6 months  
 MSHPDPT048: Convenience Stores: Other In last 6 months  
 Department/Clothing/Shoes/Specialty Stores

MSHPDPT001: Department Clothing/Shoes & Specialty Stores: Abercrombie & Fitch In last 3 months  
 MSHPDPT002: Department Clothing/Shoes & Specialty Stores: Aeropostale In last 3 months  
 MSHPDPT003: Department Clothing/Shoes & Specialty Stores: American Eagle Outfitters In last 3 months  
 MSHPDPT004: Department Clothing/Shoes & Specialty Stores: Ann Taylor In last 3 months  
 MSHPDPT005: Department Clothing/Shoes & Specialty Stores: Banana Republic In last 3 months  
 MSHPDPT006: Department Clothing/Shoes & Specialty Stores: Bath & Body Works In last 3 months  
 MSHPDPT007: Department Clothing/Shoes & Specialty Stores: Bealls In last 3 months  
 MSHPDPT008: Department Clothing/Shoes & Specialty Stores: Bed Bath & Beyond In last 3 months  
 MSHPDPT009: Department Clothing/Shoes & Specialty Stores: Belk In last 3 months  
 MSHPDPT010: Department Clothing/Shoes & Specialty Stores: Big Lots In last 3 months  
 MSHPDPT011: Department Clothing/Shoes & Specialty Stores: Bloomingdales In last 3 months  
 MSHPDPT012: Department Clothing/Shoes & Specialty Stores: The Body Shop In last 3 months  
 MSHPDPT013: Department Clothing/Shoes & Specialty Stores: Burlington Coat Factory In last 3 months  
 MSHPDPT014: Department Clothing/Shoes & Specialty Stores: Champs Sports In last 3 months  
 MSHPDPT015: Department Clothing/Shoes & Specialty Stores: Chicos In last 3 months  
 MSHPDPT016: Department Clothing/Shoes & Specialty Stores: Crate & Barrel In last 3 months  
 MSHPDPT017: Department Clothing/Shoes & Specialty Stores: Davids Bridal In last 3 months  
 MSHPDPT018: Department Clothing/Shoes & Specialty Stores: Dicks Sporting Goods In last 3 months  
 MSHPDPT019: Department Clothing/Shoes & Specialty Stores: Dillards In last 3 months  
 MSHPDPT020: Department Clothing/Shoes & Specialty Stores: The Disney Store In last 3 months  
 MSHPDPT021: Department Clothing/Shoes & Specialty Stores: Dollar General In last 3 months  
 MSHPDPT022: Department Clothing/Shoes & Specialty Stores: Dollar Tree In last 3 months  
 MSHPDPT023: Department Clothing/Shoes & Specialty Stores: Dressbarn In last 3 months  
 MSHPDPT024: Department Clothing/Shoes & Specialty Stores: DSW In last 3 months  
 MSHPDPT025: Department Clothing/Shoes & Specialty Stores: Eddie Bauer In last 3 months  
 MSHPDPT026: Department Clothing/Shoes & Specialty Stores: Express In last 3 months  
 MSHPDPT027: Department Clothing/Shoes & Specialty Stores: Family Dollar In last 3 months  
 MSHPDPT028: Department Clothing/Shoes & Specialty Stores: Famous Footwear In last 3 months  
 MSHPDPT029: Department Clothing/Shoes & Specialty Stores: Finish Line In last 3 months  
 MSHPDPT030: Department Clothing/Shoes & Specialty Stores: Footaction In last 3 months  
 MSHPDPT031: Department Clothing/Shoes & Specialty Stores: Foot Locker In last 3 months  
 MSHPDPT032: Department Clothing/Shoes & Specialty Stores: Forever 21 In last 3 months  
 MSHPDPT033: Department Clothing/Shoes & Specialty Stores: Freds In last 3 months  
 MSHPDPT034: Department Clothing/Shoes & Specialty Stores: The Gap In last 3 months

MSHPDPT035: Department Clothing/Shoes & Specialty Stores: H&M In last 3 months  
 MSHPDPT036: Department Clothing/Shoes & Specialty Stores: Hallmark Gold Crown In last 3 months  
 MSHPDPT072: Department Clothing/Shoes & Specialty Stores: Hobby Lobby In last 3 months  
 MSHPDPT037: Department Clothing/Shoes & Specialty Stores: Hollister In last 3 months  
 MSHPDPT073: Department Clothing/Shoes & Specialty Stores: HomeGoods In last 3 months  
 MSHPDPT038: Department Clothing/Shoes & Specialty Stores: J.Crew In last 3 months  
 MSHPDPT039: Department Clothing/Shoes & Specialty Stores: JCPenney In last 3 months  
 MSHPDPT040: Department Clothing/Shoes & Specialty Stores: Jo-Ann Fabric and Craft In last 3 months  
 MSHPDPT074: Department Clothing/Shoes & Specialty Stores: Jos. A. Bank In last 3 months  
 MSHPDPT041: Department Clothing/Shoes & Specialty Stores: Kmart In last 3 months  
 MSHPDPT042: Department Clothing/Shoes & Specialty Stores: Kohls In last 3 months  
 MSHPDPT043: Department Clothing/Shoes & Specialty Stores: Lane Bryant In last 3 months  
 MSHPDPT044: Department Clothing/Shoes & Specialty Stores: LOFT In last 3 months  
 MSHPDPT045: Department Clothing/Shoes & Specialty Stores: Lord & Taylor In last 3 months  
 MSHPDPT046: Department Clothing/Shoes & Specialty Stores: Macys In last 3 months  
 MSHPDPT047: Department Clothing/Shoes & Specialty Stores: Marshalls In last 3 months  
 MSHPDPT048: Department Clothing/Shoes & Specialty Stores: Men's Wearhouse In last 3 months  
 MSHPDPT049: Department Clothing/Shoes & Specialty Stores: Michaels In last 3 months  
 MSHPDPT050: Department Clothing/Shoes & Specialty Stores: Military Exchange In last 3 months  
 MSHPDPT051: Department Clothing/Shoes & Specialty Stores: Neiman Marcus In last 3 months  
 MSHPDPT052: Department Clothing/Shoes & Specialty Stores: New York & Company In last 3 months  
 MSHPDPT053: Department Clothing/Shoes & Specialty Stores: Nordstrom In last 3 months  
 MSHPDPT054: Department Clothing/Shoes & Specialty Stores: Old Navy In last 3 months  
 MSHPDPT055: Department Clothing/Shoes & Specialty Stores: PacSun In last 3 months  
 MSHPDPT056: Department Clothing/Shoes & Specialty Stores: Payless In last 3 months  
 MSHPDPT057: Department Clothing/Shoes & Specialty Stores: Pier 1 Imports In last 3 months  
 MSHPDPT058: Department Clothing/Shoes & Specialty Stores: Pottery Barn In last 3 months  
 MSHPDPT059: Department Clothing/Shoes & Specialty Stores: Ross Stores In last 3 months  
 MSHPDPT060: Department Clothing/Shoes & Specialty Stores: Saks Fifth Avenue In last 3 months  
 MSHPDPT061: Department Clothing/Shoes & Specialty Stores: Sears In last 3 months  
 MSHPDPT062: Department Clothing/Shoes & Specialty Stores: Sephora In last 3 months  
 MSHPDPT063: Department Clothing/Shoes & Specialty Stores: Shoe Carnival In last 3 months  
 MSHPDPT064: Department Clothing/Shoes & Specialty Stores: Talbots In last 3 months  
 MSHPDPT065: Department Clothing/Shoes & Specialty Stores: Target In last 3 months

MSHPDPT066: Department Clothing/Shoes & Specialty Stores: T.J. Maxx In last 3 months  
 MSHPDPT068: Department Clothing/Shoes & Specialty Stores: Ulta In last 3 months  
 MSHPDPT069: Department Clothing/Shoes & Specialty Stores: Victorias Secret In last 3 months  
 MSHPDPT070: Department Clothing/Shoes & Specialty Stores: Walmart In last 3 months  
 MSHPDPT071: Department Clothing/Shoes & Specialty Stores: Williams-Sonoma In last 3 months  
 Drug Stores  
 MSHPDRG001: Drug Stores: CVS Pharmacy In last 6 months  
 MSHPDRG002: Drug Stores: Rite Aid In last 6 months  
 MSHPDRG004: Drug Stores: Walmart Pharmacy In last 6 months  
 MSHPDRG005: Drug Stores: Walgreens In last 6 months  
 Food Expenditures  
 MSHPAMT009: Food Stores - Average Weekly Spending: By you personally <\$20  
 MSHPAMT010: Food Stores - Average Weekly Spending: By you personally \$20 - \$39  
 MSHPAMT011: Food Stores - Average Weekly Spending: By you personally \$40 - \$59  
 MSHPAMT012: Food Stores - Average Weekly Spending: By you personally \$60 - \$79  
 MSHPAMT013: Food Stores - Average Weekly Spending: By you personally \$80 - \$99  
 MSHPAMT014: Food Stores - Average Weekly Spending: By you personally \$100 - \$119  
 MSHPAMT015: Food Stores - Average Weekly Spending: By you personally \$120 - \$149  
 MSHPAMT016: Food Stores - Average Weekly Spending: By you personally \$150+  
 MSHPGRO001: Grocery & Warehouse/Club Stores: Acme (last 6 months)  
 MSHPGRO002: Grocery & Warehouse/Club Stores: Albertsons (last 6 months)  
 MSHPGRO003: Grocery & Warehouse/Club Stores: Aldi (last 6 months)  
 MSHPGRO004: Grocery & Warehouse/Club Stores: BI-LO (last 6 months)  
 MSHPGRO005: Grocery & Warehouse/Club Stores: Cub Foods (last 6 months)  
 MSHPGRO006: Grocery & Warehouse/Club Stores: Food Lion (last 6 months)  
 MSHPGRO007: Grocery & Warehouse/Club Stores: Fred Meyer (last 6 months)  
 MSHPGRO008: Grocery & Warehouse/Club Stores: GNC (last 6 months)  
 MSHPGRO009: Grocery & Warehouse/Club Stores: Giant (last 6 months)  
 MSHPGRO010: Grocery & Warehouse/Club Stores: Giant Eagle (last 6 months)  
 MSHPGRO011: Grocery & Warehouse/Club Stores: Hannaford (last 6 months)  
 MSHPGRO012: Grocery & Warehouse/Club Stores: Harris Teeter (last 6 months)  
 MSHPGRO013: Grocery & Warehouse/Club Stores: H-E-B (last 6 months)  
 MSHPGRO014: Grocery & Warehouse/Club Stores: Hy-Vee (last 6 months)  
 MSHPGRO015: Grocery & Warehouse/Club Stores: IGA (last 6 months)  
 MSHPGRO016: Grocery & Warehouse/Club Stores: King Soopers (last 6 months)  
 MSHPGRO017: Grocery & Warehouse/Club Stores: Kroger (last 6 months)  
 MSHPGRO018: Grocery & Warehouse/Club Stores: Meijer (last 6 months)  
 MSHPGRO019: Grocery & Warehouse/Club Stores: Military Commissary (last 6 months)  
 MSHPGRO020: Grocery & Warehouse/Club Stores: Piggly Wiggly (last 6 months)  
 MSHPGRO021: Grocery & Warehouse/Club Stores: Price Chopper (last 6 months)  
 MSHPGRO022: Grocery & Warehouse/Club Stores: Publix (last 6 months)  
 MSHPGRO023: Grocery & Warehouse/Club Stores: Ralphs (last 6 months)  
 MSHPGRO024: Grocery & Warehouse/Club Stores: Safeway (last 6 months)  
 MSHPGRO025: Grocery & Warehouse/Club Stores: Save-A-Lot (last 6 months)  
 MSHPGRO026: Grocery & Warehouse/Club Stores: 7-Eleven (last 6 months)  
 MSHPGRO027: Grocery & Warehouse/Club Stores: Smiths (last 6 months)  
 MSHPGRO028: Grocery & Warehouse/Club Stores: Stop & Shop (last 6 months)  
 MSHPGRO029: Grocery & Warehouse/Club Stores: Target (grocery) (last 6 months)  
 MSHPGRO030: Grocery & Warehouse/Club Stores: Trader Joes (last 6 months)  
 MSHPGRO031: Grocery & Warehouse/Club Stores: Vons (last 6 months)  
 MSHPGRO039: Grocery & Warehouse/Club Stores: Walmart Neighborhood Market (last 6 months)  
 MSHPGRO032: Grocery & Warehouse/Club Stores: Walmart Supercenter (grocery) (last 6 months)  
 MSHPGRO033: Grocery & Warehouse/Club Stores: Wegmans (last 6 months)

MSHPGRO034: Grocery & Warehouse/Club Stores: Whole Foods Market (last 6 months)  
 MSHPGRO035: Grocery & Warehouse/Club Stores: Winn-Dixie (last 6 months)  
 MSHPGRO036: Grocery & Warehouse/Club Stores: BJs Wholesale Club (last 6 months)  
 MSHPGRO037: Grocery & Warehouse/Club Stores: Costco Wholesale (last 6 months)  
 MSHPGRO038: Grocery & Warehouse/Club Stores: Sams Club (last 6 months)  
 Gift Cards and Prepaid Cards  
 MSHPGFT001: Gift/Prepaid Cards - Total Spent: <\$25  
 MSHPGFT002: Gift/Prepaid Cards - Total Spent: \$25 - \$49  
 MSHPGFT003: Gift/Prepaid Cards - Total Spent: \$50 - \$75  
 MSHPGFT004: Gift/Prepaid Cards - Total Spent: \$76 - \$100  
 MSHPGFT005: Gift/Prepaid Cards - Total Spent: \$101 - \$200  
 MSHPGFT006: Gift/Prepaid Cards - Total Spent: More than \$200  
 MSHPGFT018: Gift/Prepaid Cards - Typically Spend Less than total card amount When Redeeming  
 MSHPGFT019: Gift/Prepaid Cards - Typically Spend about total total card amount When Redeeming  
 MSHPGFT020: Gift/Prepaid Cards - Amount Typically Spend More than total card amount when redeeming  
 MSHPGFT007: Gift/Prepaid Cards - Received Any: Received any  
 MSHPGFT008: Gift/Prepaid Cards - Received from: Family-Adult  
 MSHPGFT009: Gift/Prepaid Cards - Received from: Family-Child under 18 years  
 MSHPGFT010: Gift/Prepaid Cards - Received from: Friend  
 MSHPGFT011: Gift/Prepaid Cards - Received from: Other  
 MSHPGFT012: Gift/Prepaid Cards - When Typically Redeem: Less than one month  
 MSHPGFT013: Gift/Prepaid Cards - When Typically Redeem: 1 month to less than 6 months  
 MSHPGFT014: Gift/Prepaid Cards - When Typically Redeem: 6 months to less than 12 months  
 MSHPGFT015: Gift/Prepaid Cards - When Typically Redeem: 12 months or more  
 MSHPGFT016: Gift/Prepaid Cards - When Typically Redeem: Do not usually redeem  
 MSHPGFT017: Gift/Prepaid Cards: Total Users: Bought Last 6 Months  
 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  
 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 - Total Spent: Under \$50  
 MSHPINH003: In Home Shopping - Total Spent: \$50 - \$74  
 MSHPINH004: In Home Shopping - Total Spent: \$75 - \$149  
 MSHPINH005: In Home Shopping - Total Spent: \$150+  
 MSHPINH006: In Home Shopping - Companies: Amway  
 MSHPINH007: In Home Shopping - Companies: Avon  
 MSHPINH008: In Home Shopping - Companies: Mary Kay Cosmetics  
 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  
 MSHPINH015: In Home Shopping - Items Bought: Vitamins  
 MSHPINH016: In Home Shopping - Items Bought: Other  
 Office/Computer Supply Stores  
 MSHPOFF001: Office/Computer Supply Stores: FedEx Office (last year)  
 MSHPOFF002: Office/Computer Supply Stores: Office Depot (last year)  
 MSHPOFF003: Office/Computer Supply Stores: OfficeMax (last year)  
 MSHPOFF004: Office/Computer Supply Stores: Staples (last year)  
 Overnight Package/Letter Delivery Services  
 MSHPDEL001: Overnight Packages/Letter Delivery Services: Used Last Year  
 MSHPDEL002: Overnight Packages/Letter Delivery Services - Services Used:  
 DHL  
 MSHPDEL003: Overnight Packages/Letter Delivery Services - Services Used:  
 FedEx  
 MSHPDEL004: Overnight Packages/Letter Delivery Services - Services Used:  
 UPS  
 MSHPDEL005: Overnight Packages/Letter Delivery Services - Services Used: U.S.  
 Postal Service  
 MSHPDEL006: Overnight Packages/Letter Delivery Services - Services Used:  
 Other  
 Other Store Types  
 MSHPAMT001: Shopped At: Barber Shop  
 MSHPAMT002: Shopped At: Beauty Parlor/Salon  
 MSHPAMT003: Shopped At: Dry Cleaning  
 MSHPAMT004: Shopped At: Flowers by Phone/Internet  
 MSHPAMT005: Shopped At: Flower Shop  
 MSHPAMT006: Shopped At: Laundry/Laundromats  
 MSHPAMT007: Shopped At: Quick Service Copy/Printing  
 MSHPAMT008: Shopped At: Total  
 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  
 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  
 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 - vacation/honeymoon activities: Go to beach  
 MTVLDOM003: Domestic Travel - vacation/honeymoon activities: General sightseeing  
 MTVLDOM004: Domestic Travel - vacation/honeymoon activities: Attend a specific event  
 MTVLDOM005: Domestic Travel - vacation/honeymoon activities: Shopping  
 MTVLDOM006: Domestic Travel - vacation/honeymoon activities: Fine dining  
 MTVLDOM007: Domestic Travel - vacation/honeymoon activities: Play tennis  
 MTVLDOM008: Domestic Travel - vacation/honeymoon activities: Visit National Park  
 MTVLDOM009: Domestic Travel - vacation/honeymoon activities: Play golf  
 MTVLDOM010: Domestic Travel - vacation/honeymoon activities: Backpacking/Hiking  
 MTVLDOM011: Domestic Travel - vacation/honeymoon activities: Bicycle riding  
 MTVLDOM012: Domestic Travel - vacation/honeymoon activities: Fishing  
 MTVLDOM013: Domestic Travel - vacation/honeymoon activities: Hunting  
 MTVLDOM014: Domestic Travel - vacation/honeymoon activities: Running/Jogging  
 MTVLDOM015: Domestic Travel - vacation/honeymoon activities: Skiing (cross country/downhill)  
 MTVLDOM016: Domestic Travel - vacation/honeymoon activities: Other outdoor sports or recreation  
 MTVLDOM017: Domestic Travel - vacation/honeymoon activities: Visit relatives or friends  
 MTVLDOM018: Domestic Travel - vacation/honeymoon activities: Visit a health spa/retreat  
 MTVLDOM019: Domestic Travel - vacation/honeymoon activities: Other

MTVLDOM021: Domestic Travel - Airline(s) used: Alaska Airlines  
 MTVLDOM145: Domestic Travel - Airline(s) used: Allegiant Air  
 MTVLDOM022: Domestic Travel - Airline(s) used: American/American Eagle  
 MTVLDOM023: Domestic Travel - Airline(s) used: Delta  
 MTVLDOM024: Domestic Travel - Airline(s) used: Frontier  
 MTVLDOM025: Domestic Travel - Airline(s) used: JetBlue  
 MTVLDOM026: Domestic Travel - Airline(s) used: Southwest  
 MTVLDOM027: Domestic Travel - Airline(s) used: United  
 MTVLDOM029: Domestic Travel - Airline(s) used: Virgin America  
 MTVLDOM030: Domestic Travel - Airline(s) used: Other  
 MTVLDOM031: Domestic Travel - Class of service flown: First Class  
 MTVLDOM032: Domestic Travel - Class of service flown: Business  
 MTVLDOM033: Domestic Travel - Class of service flown: Coach  
 MTVLDOM034: Domestic Travel - In-flight entertainment: Listened to radio  
 MTVLDOM035: Domestic Travel - In-flight entertainment: Watched movie/Used in-flight video equipment  
 MTVLDOM036: Domestic Travel - In-flight entertainment: Read in-flight publication  
 MTVLDOM037: Domestic Travel - In-flight entertainment: Used Wi-Fi  
 MTVLDOM038: Domestic Travel - Means of Travel: Plane (charter/private)  
 MTVLDOM039: Domestic Travel - Means of Travel: Plane (scheduled)  
 MTVLDOM040: Domestic Travel - Means of Travel: Rental Vehicle  
 MTVLDOM041: Domestic Travel - Means of Travel: Personal Vehicle  
 MTVLDOM042: Domestic Travel - Means of Travel: Bus (charter or tour)  
 MTVLDOM043: Domestic Travel - Means of Travel: Bus (scheduled)  
 MTVLDOM044: Domestic Travel - Means of Travel: Railroad/Train  
 MTVLDOM045: Domestic Travel - Means of Travel: Motor Home/RV  
 MTVLDOM046: Domestic Travel - Number of household members on trip: 1  
 MTVLDOM047: Domestic Travel - Number of household members on trip: 2  
 MTVLDOM048: Domestic Travel - Number of household members on trip: 3  
 MTVLDOM049: Domestic Travel - Number of household members on trip: 4  
 MTVLDOM050: Domestic Travel - Number of household members on trip: 5+  
 MTVLDOM051: Domestic Travel - Number of miles travelled from home (round trip): Under 500  
 MTVLDOM052: Domestic Travel - Number of miles travelled from home (round trip): 500 - 999  
 MTVLDOM053: Domestic Travel - Number of miles travelled from home (round trip): 1000+  
 MTVLDOM054: Domestic Travel - Number of nights away: 1  
 MTVLDOM055: Domestic Travel - Number of nights away: 2  
 MTVLDOM056: Domestic Travel - Number of nights away: 3 - 4  
 MTVLDOM057: Domestic Travel - Number of nights away: 5 - 6  
 MTVLDOM058: Domestic Travel - Number of nights away: 7 - 8  
 MTVLDOM059: Domestic Travel - Number of nights away: 9 - 14  
 MTVLDOM060: Domestic Travel - Number of nights away: 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	MTVLDOM130: Domestic Travel - Travel Agent/Internet Travel Site: Used for Entire trip
MTVLDOM084: Domestic Travel - Number Of Trips By Type: Any business 3+	MTVLDOM146: Domestic Travel - Travel with: Any Trip: Yourself (alone)
MTVLDOM085: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 1	MTVLDOM147: Domestic Travel - Travel with: Any Trip: Spouse or mate
MTVLDOM086: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 2	MTVLDOM148: Domestic Travel - Travel with: Any Trip: Child(ren) less than 18 years old
MTVLDOM087: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 3+	MTVLDOM149: Domestic Travel - Travel with: Any Trip: Friend(s)
MTVLDOM088: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal 1	MTVLDOM150: Domestic Travel - Travel with: Any Trip: Other
MTVLDOM089: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal 2	MTVLDOM151: Domestic Travel - Viewed CNN Airport Network Television In Airport
MTVLDOM090: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal 3+	MTVLDOM131: Domestic Travel - When trip was taken: Any Trip: January - March
MTVLDOM091: Domestic Travel - Reason for trip: Any Trip: Business (paid for by company)	MTVLDOM132: Domestic Travel - When trip was taken: Any Trip: April - June
MTVLDOM092: Domestic Travel - Reason for trip: Any Trip: Business (paid for by self)	MTVLDOM133: Domestic Travel - When trip was taken: Any Trip: July - September
MTVLDOM093: Domestic Travel - Reason for trip: Any Trip: Honeymoon	MTVLDOM134: Domestic Travel - When trip was taken: Any Trip: October - December
MTVLDOM094: Domestic Travel - Reason for trip: Any Trip: Vacation	MTVLDOM135: Domestic Travel - Who decided destination: Any Trip: Yourself (alone or with someone else)
MTVLDOM095: Domestic Travel - Reason for trip: Any Trip: Personal (not vacation)	MTVLDOM136: Domestic Travel - Who decided destination: Any Trip: Travel agent
MTVLDOM096: Domestic Travel - Reason for trip: Any Trip: Part business/Part vacation	MTVLDOM137: Domestic Travel - Who decided destination: Any Trip: Spouse or mate
MTVLDOM097: Domestic Travel - States visited: Any Trip: Maine New Hampshire Vermont	MTVLDOM138: Domestic Vacations - Total Spent: <\$1000
MTVLDOM098: Domestic Travel - States visited: Any Trip: Massachusetts Connecticut Rhode Island	MTVLDOM139: Domestic Vacations - Total Spent: \$1000 - \$1499
MTVLDOM099: Domestic Travel - States visited: Any Trip: New York	MTVLDOM140: Domestic Vacations - Total Spent: \$1500 - \$1999
MTVLDOM100: Domestic Travel - States visited: Any Trip: Pennsylvania New Jersey	MTVLDOM141: Domestic Vacations - Total Spent: \$2000 - \$2999
MTVLDOM101: Domestic Travel - States visited: Any Trip: Delaware Maryland District of Columbia	MTVLDOM142: Domestic Vacations - Total Spent: \$3000 - \$4999
MTVLDOM102: Domestic Travel - States visited: Any Trip: Michigan Wisconsin	MTVLDOM143: Domestic Vacations - Total Spent: \$5000 - \$6999
MTVLDOM103: Domestic Travel - States visited: Any Trip: Ohio Indiana Illinois	MTVLDOM144: Domestic Vacations - Total Spent: \$7000+
MTVLDOM104: Domestic Travel - States visited: Any Trip: Nebraska Kansas	Foreign Travel
MTVLDOM105: Domestic Travel - States visited: Any Trip: North Dakota South Dakota Minnesota	MTVLFOR001: Foreign Travel (incl AK/HI) - Any trip
MTVLDOM106: Domestic Travel - States visited: Any Trip: Iowa Missouri	MTVLFOR002: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Attend a specific event
MTVLDOM107: Domestic Travel - States visited: Any Trip: North Carolina South Carolina	MTVLFOR003: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Fine dining
MTVLDOM108: Domestic Travel - States visited: Any Trip: Alabama Georgia	MTVLFOR004: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: General sightseeing
MTVLDOM109: Domestic Travel - States visited: Any Trip: Florida	MTVLFOR005: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Go to beach
MTVLDOM110: Domestic Travel - States visited: Any Trip: Kentucky Tennessee	MTVLFOR006: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Play golf
MTVLDOM111: Domestic Travel - States visited: Any Trip: Mississippi Louisiana	MTVLFOR007: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Running/Jogging
MTVLDOM112: Domestic Travel - States visited: Any Trip: Texas	MTVLFOR008: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Sailing
MTVLDOM113: Domestic Travel - States visited: Any Trip: Arkansas Oklahoma	MTVLFOR009: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Scuba diving
MTVLDOM114: Domestic Travel - States visited: Any Trip: Virginia West Virginia	MTVLFOR010: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Shopping
MTVLDOM115: Domestic Travel - States visited: Any Trip: Montana Idaho Wyoming	MTVLFOR011: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Skiing (any)
MTVLDOM116: Domestic Travel - States visited: Any Trip: Washington Oregon	MTVLFOR012: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Other outdoor recreation
MTVLDOM117: Domestic Travel - States visited: Any Trip: California	MTVLFOR013: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Visit relatives or friends
MTVLDOM118: Domestic Travel - States visited: Any Trip: Utah Colorado	MTVLFOR014: Foreign Travel (incl AK/HI) - Activities on vacation/hmoon: Other
MTVLDOM119: Domestic Travel - States visited: Any Trip: Arizona New Mexico	MTVLFOR015: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Aer Lingus
MTVLDOM120: Domestic Travel - States visited: Any Trip: Nevada	MTVLFOR016: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: AeroMexico
MTVLDOM121: Domestic Travel - States visited by region: Any Trip: North East	MTVLFOR017: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Air Canada
MTVLDOM122: Domestic Travel - States visited by region: Any Trip: South	MTVLFOR018: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Air France
MTVLDOM123: Domestic Travel - States visited by region: Any Trip: North Central	MTVLFOR019: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Alaska Airlines
MTVLDOM124: Domestic Travel - States visited by region: Any Trip: West	MTVLFOR020: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Alitalia
MTVLDOM125: Domestic Travel - Travel Agent/Internet Travel Site: Used Travel Agent	MTVLFOR021: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: American/American Eagle
MTVLDOM126: Domestic Travel - Travel Agent/Internet Travel Site: Used Airline-Specific Internet Site	MTVLFOR022: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: British Airways
MTVLDOM127: Domestic Travel - Travel Agent/Internet Travel Site: Used General Internet Travel Site	MTVLFOR023: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Caribbean Airlines
MTVLDOM128: Domestic Travel - Travel Agent/Internet Travel Site: Used for Flight reservations	MTVLFOR024: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Delta
MTVLDOM129: Domestic Travel - Travel Agent/Internet Travel Site: Used for Hotel reservations	MTVLFOR025: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: JetBlue
	MTVLFOR026: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: KLM

MTVLFOR027: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Lufthansa  
 MTVLFOR028: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: United  
 MTVLFOR029: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: US Airways  
 MTVLFOR030: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Virgin Atlantic  
 MTVLFOR031: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Other Asia/Pacific based airline  
 MTVLFOR032: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Other European based airline  
 MTVLFOR033: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Other Latin American airline  
 MTVLFOR034: Foreign Travel (incl AK/HI) - Airline(s) used: Any Trip: Other  
 MTVLFOR035: Foreign Travel (incl AK/HI) - Class of service flown: Any Trip: First Class  
 MTVLFOR036: Foreign Travel (incl AK/HI) - Class of service flown: Any Trip: Business  
 MTVLFOR037: Foreign Travel (incl AK/HI) - Class of service flown: Any Trip: Coach  
 MTVLFOR038: Foreign Travel (incl AK/HI) - Visited on any trip: Aruba  
 MTVLFOR039: Foreign Travel (incl AK/HI) - Visited on any trip: Barbados  
 MTVLFOR040: Foreign Travel (incl AK/HI) - Visited on any trip: Bermuda  
 MTVLFOR041: Foreign Travel (incl AK/HI) - Visited on any trip: Bahamas  
 MTVLFOR042: Foreign Travel (incl AK/HI) - Visited on any trip: Cayman Islands  
 MTVLFOR043: Foreign Travel (incl AK/HI) - Visited on any trip: Dominican Republic  
 MTVLFOR044: Foreign Travel (incl AK/HI) - Visited on any trip: Jamaica  
 MTVLFOR045: Foreign Travel (incl AK/HI) - Visited on any trip: Puerto Rico  
 MTVLFOR046: Foreign Travel (incl AK/HI) - Visited on any trip: Virgin Islands  
 MTVLFOR047: Foreign Travel (incl AK/HI) - Visited on any trip: Other Caribbean Islands  
 MTVLFOR048: Foreign Travel (incl AK/HI) - Visited on any trip: Alaska  
 MTVLFOR049: Foreign Travel (incl AK/HI) - Visited on any trip: Hawaii  
 MTVLFOR050: Foreign Travel (incl AK/HI) - Visited on any trip: Canada  
 MTVLFOR051: Foreign Travel (incl AK/HI) - Visited on any trip: Mexico  
 MTVLFOR052: Foreign Travel (incl AK/HI) - Visited on any trip: Central America  
 MTVLFOR053: Foreign Travel (incl AK/HI) - Visited on any trip: South America  
 MTVLFOR054: Foreign Travel (incl AK/HI) - Visited on any trip: England  
 MTVLFOR055: Foreign Travel (incl AK/HI) - Visited on any trip: Ireland  
 MTVLFOR056: Foreign Travel (incl AK/HI) - Visited on any trip: Scotland  
 MTVLFOR057: Foreign Travel (incl AK/HI) - Visited on any trip: France  
 MTVLFOR058: Foreign Travel (incl AK/HI) - Visited on any trip: Germany  
 MTVLFOR059: Foreign Travel (incl AK/HI) - Visited on any trip: Austria  
 MTVLFOR060: Foreign Travel (incl AK/HI) - Visited on any trip: Switzerland  
 MTVLFOR061: Foreign Travel (incl AK/HI) - Visited on any trip: Netherlands (Holland)  
 MTVLFOR062: Foreign Travel (incl AK/HI) - Visited on any trip: Scandinavia  
 MTVLFOR063: Foreign Travel (incl AK/HI) - Visited on any trip: Italy  
 MTVLFOR064: Foreign Travel (incl AK/HI) - Visited on any trip: Spain/Portugal  
 MTVLFOR065: Foreign Travel (incl AK/HI) - Visited on any trip: Greece  
 MTVLFOR066: Foreign Travel (incl AK/HI) - Visited on any trip: Other Western European countries  
 MTVLFOR067: Foreign Travel (incl AK/HI) - Visited on any trip: Russia  
 MTVLFOR068: Foreign Travel (incl AK/HI) - Visited on any trip: Eastern Europe  
 MTVLFOR069: Foreign Travel (incl AK/HI) - Visited on any trip: Turkey  
 MTVLFOR070: Foreign Travel (incl AK/HI) - Visited on any trip: Israel  
 MTVLFOR071: Foreign Travel (incl AK/HI) - Visited on any trip: Other Middle East  
 MTVLFOR072: Foreign Travel (incl AK/HI) - Visited on any trip: Japan  
 MTVLFOR073: Foreign Travel (incl AK/HI) - Visited on any trip: China  
 MTVLFOR074: Foreign Travel (incl AK/HI) - Visited on any trip: Hong Kong  
 MTVLFOR075: Foreign Travel (incl AK/HI) - Visited on any trip: India  
 MTVLFOR076: Foreign Travel (incl AK/HI) - Visited on any trip: South-East Asia  
 MTVLFOR077: Foreign Travel (incl AK/HI) - Visited on any trip: Other Asian countries  
 MTVLFOR078: Foreign Travel (incl AK/HI) - Visited on any trip: Australia/New Zealand/South Pacific  
 MTVLFOR079: Foreign Travel (incl AK/HI) - Visited on any trip: Africa  
 MTVLFOR080: Foreign Travel (incl AK/HI) - Any Trip: Listened to radio  
 MTVLFOR081: Foreign Travel (incl AK/HI) - Any Trip: Watched movie/Used in-flight video equipment

MTVLFOR082: Foreign Travel (incl AK/HI) - Any Trip: Read in-flight publication  
 MTVLFOR083: Foreign Travel (incl AK/HI) - Any Trip: Used Wi-Fi  
 MTVLFOR084: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Bus  
 MTVLFOR085: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Personal Vehicle  
 MTVLFOR086: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Cruise Ship  
 MTVLFOR087: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Plane (charter/private)  
 MTVLFOR088: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Plane (scheduled flight)  
 MTVLFOR089: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Railroad/Train  
 MTVLFOR090: Foreign Travel (incl AK/HI) - Means of travel: Any Trip: Rental Vehicle  
 MTVLFOR091: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 1  
 MTVLFOR092: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 2  
 MTVLFOR093: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 3 - 4  
 MTVLFOR094: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 5 - 7  
 MTVLFOR095: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 8 - 10  
 MTVLFOR096: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 11 - 14  
 MTVLFOR097: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 15 - 29  
 MTVLFOR098: Foreign Travel (incl AK/HI) - Number of nights away: Any Trip: 30+  
 MTVLFOR099: Foreign Travel (incl AK/HI) - # Trips: 1  
 MTVLFOR100: Foreign Travel (incl AK/HI) - # Trips: 2  
 MTVLFOR101: Foreign Travel (incl AK/HI) - # Trips: 3  
 MTVLFOR102: Foreign Travel (incl AK/HI) - # Trips: 4  
 MTVLFOR103: Foreign Travel (incl AK/HI) - # Trips: 5  
 MTVLFOR104: Foreign Travel (incl AK/HI) - # Trips: 6  
 MTVLFOR105: Foreign Travel (incl AK/HI) - # Trips: 7  
 MTVLFOR106: Foreign Travel (incl AK/HI) - # Trips: 8  
 MTVLFOR107: Foreign Travel (incl AK/HI) - # Trips: 9+  
 MTVLFOR108: Foreign Travel (incl AK/HI) - # Trips By Type: Business Only 1  
 MTVLFOR109: Foreign Travel (incl AK/HI) - # Trips By Type: Business Only 2  
 MTVLFOR110: Foreign Travel (incl AK/HI) - # Trips By Type: Business Only 3+  
 MTVLFOR111: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation Only 1  
 MTVLFOR112: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation Only 2  
 MTVLFOR113: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation Only 3+  
 MTVLFOR114: Foreign Travel (incl AK/HI) - # Trips By Type: Personal 1  
 MTVLFOR115: Foreign Travel (incl AK/HI) - # Trips By Type: Personal 2  
 MTVLFOR116: Foreign Travel (incl AK/HI) - # Trips By Type: Personal 3+  
 MTVLFOR117: Foreign Travel (incl AK/HI) - # Trips By Type: Any Vacation 1  
 MTVLFOR118: Foreign Travel (incl AK/HI) - # Trips By Type: Any Vacation 2  
 MTVLFOR119: Foreign Travel (incl AK/HI) - # Trips By Type: Any Vacation 3+  
 MTVLFOR120: Foreign Travel (incl AK/HI) - # Trips By Type: Business By Plane 1  
 MTVLFOR121: Foreign Travel (incl AK/HI) - # Trips By Type: Business By Plane 2  
 MTVLFOR122: Foreign Travel (incl AK/HI) - # Trips By Type: Business By Plane 3+  
 MTVLFOR123: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation By Plane (incl pers/honeymn) 1  
 MTVLFOR124: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation By Plane (incl pers/honeymn) 2  
 MTVLFOR125: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation By Plane (incl pers/honeymn) 3+  
 MTVLFOR126: Foreign Travel (incl AK/HI) - # Trips By Type: W European Trips By Plane 1  
 MTVLFOR127: Foreign Travel (incl AK/HI) - # Trips By Type: W European Trips By Plane 2  
 MTVLFOR128: Foreign Travel (incl AK/HI) - # Trips By Type: W European Trips By Plane 3+  
 MTVLFOR129: Foreign Travel (incl AK/HI) - # Trips By Type: W European Business Trips By Plane 1  
 MTVLFOR130: Foreign Travel (incl AK/HI) - # Trips By Type: W European Business Trips By Plane 2  
 MTVLFOR131: Foreign Travel (incl AK/HI) - # Trips By Type: W European Business Trips By Plane 3+

MTVLFOR132: Foreign Travel (incl AK/HI) - # Trips By Type: W European Vacation Trips By Plane 1  
 MTVLFOR133: Foreign Travel (incl AK/HI) - # Trips By Type: W European Vacation Trips By Plane 2  
 MTVLFOR134: Foreign Travel (incl AK/HI) - # Trips By Type: W European Vacation Trips By Plane 3+  
 MTVLFOR135: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business Trip 1  
 MTVLFOR136: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business Trip 2  
 MTVLFOR137: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business Trip 3+  
 MTVLFOR138: Foreign Travel (incl AK/HI) - # Trips By Type: Any Plane Trip 1  
 MTVLFOR139: Foreign Travel (incl AK/HI) - # Trips By Type: Any Plane Trip 2  
 MTVLFOR140: Foreign Travel (incl AK/HI) - # Trips By Type: Any Plane Trip 3+  
 MTVLFOR141: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business/vacation combined 1  
 MTVLFOR142: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business/vacation combined 2  
 MTVLFOR143: Foreign Travel (incl AK/HI) - # Trips By Type: Any Business/vacation combined 3+  
 MTVLFOR144: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation/Honeymoon/Personal: 1  
 MTVLFOR145: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation/Honeymoon/Personal: 2  
 MTVLFOR146: Foreign Travel (incl AK/HI) - # Trips By Type: Vacation/Honeymoon/Personal: 3+  
 MTVLFOR147: Foreign Travel (incl AK/HI) - Reason for trip: Any Trip: Business (paid by firm)  
 MTVLFOR148: Foreign Travel (incl AK/HI) - Reason for trip: Any Trip: Honeymoon  
 MTVLFOR149: Foreign Travel (incl AK/HI) - Reason for trip: Any Trip: Vacation  
 MTVLFOR150: Foreign Travel (incl AK/HI) - Reason for trip: Any Trip: Personal (not vacation)  
 MTVLFOR151: Foreign Travel (incl AK/HI) - Reason for trip: Any Trip: Business/Vacation combined  
 MTVLFOR152: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used Travel Agent  
 MTVLFOR153: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used Airline  
 MTVLFOR154: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used General Travel Site  
 MTVLFOR155: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used for: Flight Reservations  
 MTVLFOR156: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used for: Hotel Reservations  
 MTVLFOR157: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used for: Local Sightseeing  
 MTVLFOR158: Foreign Travel (incl AK/HI) - Travel Agent/Internet Site: Used for: Entire Trip  
 MTVLFOR159: Foreign Travel (incl AK/HI) - Travel Package: all inclusive travel package  
 MTVLFOR172: Foreign Travel (incl AK/HI) - Travel with: Any Trip: Yourself (alone)  
 MTVLFOR173: Foreign Travel (incl AK/HI) - Travel with: Any Trip: Spouse or mate  
 MTVLFOR174: Foreign Travel (incl AK/HI) - Travel with: Any Trip: Child(ren) <18 years old  
 MTVLFOR175: Foreign Travel (incl AK/HI) - Travel with: Any Trip: Friend(s)  
 MTVLFOR176: Foreign Travel (incl AK/HI) - Travel with: Any Trip: Other  
 MTVLFOR177: Foreign Travel (incl AK/HI) - Viewed CNN Airport Network Television In Airport  
 MTVLFOR160: Foreign Travel (incl AK/HI) - When trip was taken: Any Trip: January - March  
 MTVLFOR161: Foreign Travel (incl AK/HI) - When trip was taken: Any Trip: April - June  
 MTVLFOR162: Foreign Travel (incl AK/HI) - When trip was taken: Any Trip: July - September  
 MTVLFOR163: Foreign Travel (incl AK/HI) - When trip was taken: Any Trip: October - December  
 MTVLFOR178: Foreign Travel (incl AK/HI) - Year trip was taken: Any Trip: 2019  
 MTVLFOR179: Foreign Travel (incl AK/HI) - Year trip was taken: Any Trip: 2018  
 MTVLFOR180: Foreign Travel (incl AK/HI) - Year trip was taken: Any Trip: 2017  
 MTVLFOR181: Foreign Travel (incl AK/HI) - Year trip was taken: Any Trip: 2016  
 MTVLFOR164: Foreign Travel (incl AK/HI) - Year trip was taken: Any Trip: 2015

MTVLFOR167: Foreign Vacations - Total Spent: <\$1000  
 MTVLFOR168: Foreign Vacations - Total Spent: \$1000 - \$2999  
 MTVLFOR169: Foreign Vacations - Total Spent: \$3000 - \$5999  
 MTVLFOR170: Foreign Vacations - Total Spent: \$6000 - \$7999  
 MTVLFOR171: Foreign Vacations - Total Spent: \$8000+  
 Passport  
 MTVLPRK002: Passport: Own a valid passport  
 Frequent Flier Membership  
 MTVLFFP001: Frequent Flyer - Member Of: Yes I belong to the Frequent flyer club  
 MTVLFFP002: Frequent Flyer - Programs Member Of: American AAdvantage Any  
 MTVLFFP003: Frequent Flyer - Programs Member Of: Delta SkyMiles Any  
 MTVLFFP004: Frequent Flyer - Programs Member Of: JetBlue TrueBlue Any  
 MTVLFFP005: Frequent Flyer - Programs Member Of: Southwest Rapid Rewards Any  
 MTVLFFP006: Frequent Flyer - Programs Member Of: United MileagePlus Any  
 MTVLFFP007: Frequent Flyer - Programs Member Of: Other Any  
 MTVLFFP008: 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  
 MTVLHOT062: Hotel Rewards Programs - Program(s) member of: Hyatt Gold Passport  
 MTVLHOT063: Hotel Rewards Programs - Program(s) member of: IHG Rewards Club  
 MTVLHOT064: Hotel Rewards Programs - Program(s) member of: Marriott Rewards  
 MTVLHOT065: Hotel Rewards Programs - Program(s) member of: Starwood Preferred Guest  
 MTVLHOT066: Hotel Rewards Programs - Program(s) member of: Wyndham Rewards  
 MTVLHOT067: Hotel Rewards Programs - Program(s) member of: Other  
 MTVLHOT068: Hotels & Other Lodging: Airbnb (Business)  
 MTVLHOT069: Hotels & Other Lodging: Airbnb (Personal/Vacation)  
 MTVLHOT070: Hotels & Other Lodging: Airbnb (Any)  
 MTVLHOT071: Hotels & Other Lodging: HomeAway (Business)  
 MTVLHOT072: Hotels & Other Lodging: HomeAway (Personal/Vacation)  
 MTVLHOT073: Hotels & Other Lodging: HomeAway (Any)  
 MTVLHOT074: Hotels & Other Lodging: VRBO (Business)  
 MTVLHOT075: Hotels & Other Lodging: VRBO (Personal/Vacation)  
 MTVLHOT076: Hotels & Other Lodging: VRBO (Any)  
 MTVLHOT077: Hotels & Other Lodging: Other By Owner Rental Service (Business)  
 MTVLHOT078: Hotels & Other Lodging: Other By Owner Rental Service (Personal/Vacation)  
 MTVLHOT079: Hotels & Other Lodging: Other By Owner Rental Service (Any)  
 MTVLHOT002: Hotels Motels & Other Lodging - # Nights spent: last year: 1  
 MTVLHOT003: Hotels Motels & Other Lodging - # Nights spent: last year: 2  
 MTVLHOT004: Hotels Motels & Other Lodging - # Nights spent: last year: 3 - 4  
 MTVLHOT005: Hotels Motels & Other Lodging - # Nights spent: last year: 5 - 7  
 MTVLHOT006: Hotels Motels & Other Lodging - # Nights spent: last year: 8 - 10  
 MTVLHOT007: Hotels Motels & Other Lodging - # Nights spent: last year: 11 - 14  
 MTVLHOT008: Hotels Motels & Other Lodging - # Nights spent: last year: 15+  
 MTVLHOT009: Hotels Motels & Other Lodging - Where stayed: last year: Americas Best Value Inn  
 MTVLHOT010: Hotels Motels & Other Lodging - Where stayed: last year: Baymont Inns & Suites  
 MTVLHOT011: Hotels Motels & Other Lodging - Where stayed: last year: Best Western  
 MTVLHOT012: Hotels Motels & Other Lodging - Where stayed: last year: Clarion  
 MTVLHOT013: Hotels Motels & Other Lodging - Where stayed: last year: Comfort Inn  
 MTVLHOT014: Hotels Motels & Other Lodging - Where stayed: last year: Comfort Suites  
 MTVLHOT015: Hotels Motels & Other Lodging - Where stayed: last year: Country Inns & Suites  
 MTVLHOT016: Hotels Motels & Other Lodging - Where stayed: last year: Courtyard (by Marriott)  
 MTVLHOT017: Hotels Motels & Other Lodging - Where stayed: last year: Crowne Plaza

MTVLHOT018: Hotels Motels & Other Lodging - Where stayed: last year: Days Inn  
 MTVLHOT019: Hotels Motels & Other Lodging - Where stayed: last year: DoubleTree  
 MTVLHOT020: Hotels Motels & Other Lodging - Where stayed: last year: Econo Lodge  
 MTVLHOT021: Hotels Motels & Other Lodging - Where stayed: last year: Embassy Suites  
 MTVLHOT022: Hotels Motels & Other Lodging - Where stayed: last year: Fairfield Inn (by Marriott)  
 MTVLHOT023: Hotels Motels & Other Lodging - Where stayed: last year: Four Seasons  
 MTVLHOT080: Hotels Motels & Other Lodging - Where stayed: last year: Great Wolf Lodge  
 MTVLHOT024: Hotels Motels & Other Lodging - Where stayed: last year: Hampton Inn  
 MTVLHOT025: Hotels Motels & Other Lodging - Where stayed: last year: Hilton  
 MTVLHOT026: Hotels Motels & Other Lodging - Where stayed: last year: Hilton Garden Inn  
 MTVLHOT027: Hotels Motels & Other Lodging - Where stayed: last year: Holiday Inn  
 MTVLHOT028: Hotels Motels & Other Lodging - Where stayed: last year: Holiday Inn Express  
 MTVLHOT029: Hotels Motels & Other Lodging - Where stayed: last year: Homewood Suites (by Hilton)  
 MTVLHOT030: Hotels Motels & Other Lodging - Where stayed: last year: Howard Johnson  
 MTVLHOT031: Hotels Motels & Other Lodging - Where stayed: last year: Hyatt  
 MTVLHOT032: Hotels Motels & Other Lodging - Where stayed: last year: InterContinental Hotels  
 MTVLHOT033: Hotels Motels & Other Lodging - Where stayed: last year: La Quinta Inns & Suites  
 MTVLHOT034: Hotels Motels & Other Lodging - Where stayed: last year: Marriott Hotels Resorts & Suites  
 MTVLHOT035: Hotels Motels & Other Lodging - Where stayed: last year: Microtel  
 MTVLHOT036: Hotels Motels & Other Lodging - Where stayed: last year: Motel 6  
 MTVLHOT081: Hotels Motels & Other Lodging - Where stayed: last year: Omni  
 MTVLHOT037: Hotels Motels & Other Lodging - Where stayed: last year: Quality Inn  
 MTVLHOT038: Hotels Motels & Other Lodging - Where stayed: last year: Radisson  
 MTVLHOT039: Hotels Motels & Other Lodging - Where stayed: last year: Ramada  
 MTVLHOT040: Hotels Motels & Other Lodging - Where stayed: last year: Red Roof Inn  
 MTVLHOT041: Hotels Motels & Other Lodging - Where stayed: last year: Renaissance  
 MTVLHOT042: Hotels Motels & Other Lodging - Where stayed: last year: Residence Inn (by Marriott)  
 MTVLHOT043: Hotels Motels & Other Lodging - Where stayed: last year: Ritz-Carlton  
 MTVLHOT082: Hotels Motels & Other Lodging - Where stayed: last year: Sandals/Beaches  
 MTVLHOT044: Hotels Motels & Other Lodging - Where stayed: last year: Sheraton  
 MTVLHOT045: Hotels Motels & Other Lodging - Where stayed: last year: Sleep Inn  
 MTVLHOT046: Hotels Motels & Other Lodging - Where stayed: last year: SpringHill Suites (by Marriott)  
 MTVLHOT047: Hotels Motels & Other Lodging - Where stayed: last year: Super 8  
 MTVLHOT048: Hotels Motels & Other Lodging - Where stayed: last year: Travelodge  
 MTVLHOT049: Hotels Motels & Other Lodging - Where stayed: last year: W Hotel  
 MTVLHOT050: Hotels Motels & Other Lodging - Where stayed: last year: Westin  
 MTVLHOT051: Hotels Motels & Other Lodging - Where stayed: last year: Wyndham  
 MTVLHOT052: Hotels Motels & Other Lodging - Where stayed: last year: Other hotel/motel (chain)  
 MTVLHOT053: Hotels Motels & Other Lodging - Where stayed: last year: Other hotel/motel (non-chain)  
 MTVLHOT054: Hotels Motels & Other Lodging - Where stayed: last year: Bed and Breakfast  
 MTVLHOT055: Hotels Motels & Other Lodging - Where stayed: last year: Other

MTVLHOT056: Hotels Motels & Other Lodging - Who makes reservation: Self  
 MTVLHOT057: Hotels Motels & Other Lodging - Who makes reservation: Other family member  
 MTVLHOT058: Hotels Motels & Other Lodging - Who makes reservation: Administrative Assistant  
 MTVLHOT059: Hotels Motels & Other Lodging - Who makes reservation: Travel Agent  
 MTVLHOT060: Hotels Motels & Other Lodging - Who makes reservation: 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: Great America (California)  
 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's California Adventure  
 MTVLPRK021: Theme Parks - Visited: Disneyland (California)  
 MTVLPRK022: Theme Parks - Visited: Dollywood (Tennessee)  
 MTVLPRK023: Theme Parks - Visited: Dorney Park & Wild Water Kingdom (Penn.)  
 MTVLPRK061: Theme Parks - Visited: Great Wolf Lodge  
 MTVLPRK025: Theme Parks - Visited: Hershey Park (Pennsylvania)  
 MTVLPRK026: Theme Parks - Visited: Kings Dominion (Virginia)  
 MTVLPRK027: Theme Parks - Visited: Kings Island (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: Universal Studios Islands of Adventure (Florida)  
 MTVLPRK048: Theme Parks - Visited: Walt Disney World (Florida): Blizzard Beach  
 MTVLPRK049: Theme Parks - Visited: Walt Disney World (Florida): Disney's Animal Kingdom  
 MTVLPRK050: Theme Parks - Visited: Walt Disney World (Florida): Disney's 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: Airplane trips - Within Continental U.S. for Business: 1  
MTVLAIR002: Airplane trips - Within Continental U.S. for Business: 2  
MTVLAIR003: Airplane trips - Within Continental U.S. for Business: 3  
MTVLAIR004: Airplane trips - Within Continental U.S. for Business: 4  
MTVLAIR005: Airplane trips - Within Continental U.S. for Business: 5  
MTVLAIR006: Airplane trips - Within Continental U.S. for Business: 6 - 7  
MTVLAIR007: Airplane trips - Within Continental U.S. for Business: 8 - 9  
MTVLAIR008: Airplane trips - Within Continental U.S. for Business: 10 - 14  
MTVLAIR009: Airplane trips - Within Continental U.S. for Business: 15 - 19  
MTVLAIR010: Airplane trips - Within Continental U.S. for Business: 20 - 29  
MTVLAIR011: Airplane trips - Within Continental U.S. for Business: 30 - 49  
MTVLAIR012: Airplane trips - Within Continental U.S. for Business: 50+  
MTVLAIR013: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 1  
MTVLAIR014: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 2  
MTVLAIR015: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 3  
MTVLAIR016: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 4  
MTVLAIR017: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 5  
MTVLAIR018: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 6 - 7  
MTVLAIR019: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 8 - 9  
MTVLAIR020: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 10 - 14  
MTVLAIR021: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 15 - 19  
MTVLAIR022: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 20 - 29  
MTVLAIR023: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 30 - 49  
MTVLAIR024: Airplane trips - Within Continental U.S. for Vacation/Personal/Honeymoon: 50+