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- AS Agree Somewhat
 DS Disagree Somewhat
 DC Disagree Completely

 DM Disagree Mostly
 DS Disagree Somewhat
 AS Agree Somewhat
 AM Agree Mostly

 VI Very Important
 NI Not Important
 AI Average importance

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

Apparel and Accessories

Athletic Shoes

- MAPPSH006: Apparel/Accessories: Athletic Shoes - Brands Bought: Adidas
 MAPPSH007: Apparel/Accessories: Athletic Shoes - Brands Bought: Airwalk
 MAPPSH008: Apparel/Accessories: Athletic Shoes - Brands Bought: Asics
 MAPPSH009: Apparel/Accessories: Athletic Shoes - Brands Bought: Avia
 MAPPSH010: Apparel/Accessories: Athletic Shoes - Brands Bought: Brooks
 MAPPSH011: Apparel/Accessories: Athletic Shoes - Brands Bought: Converse
 MAPPSH012: Apparel/Accessories: Athletic Shoes - Brands Bought: Easy Spirit
 MAPPSH014: Apparel/Accessories: Athletic Shoes - Brands Bought: Fila
 MAPPSH015: Apparel/Accessories: Athletic Shoes - Brands Bought: Jordan
 MAPPSH016: Apparel/Accessories: Athletic Shoes - Brands Bought: Keds
 MAPPSH017: Apparel/Accessories: Athletic Shoes - Brands Bought: K-Swiss
 MAPPSH018: Apparel/Accessories: Athletic Shoes - Brands Bought: Merrell
 MAPPSH019: Apparel/Accessories: Athletic Shoes - Brands Bought: New Balance
 MAPPSH020: Apparel/Accessories: Athletic Shoes - Brands Bought: Nike
 MAPPSH021: Apparel/Accessories: Athletic Shoes - Brands Bought: Puma
 MAPPSH022: Apparel/Accessories: Athletic Shoes - Brands Bought: Reebok
 MAPPSH023: Apparel/Accessories: Athletic Shoes - Brands Bought: Rockport
 MAPPSH024: Apparel/Accessories: Athletic Shoes - Brands Bought: Saucony
 MAPPSH025: Apparel/Accessories: Athletic Shoes - Brands Bought: Skechers
 MAPPSH026: Apparel/Accessories: Athletic Shoes - Brands Bought: Timberland
 MAPPSH027: Apparel/Accessories: Athletic Shoes - Brands Bought: Under Armour
 MAPPSH028: Apparel/Accessories: Athletic Shoes - Brands Bought: Vans
 MAPPSH029: Apparel/Accessories: Athletic Shoes - Brands Bought: Wolverine
 MAPPSH030: Apparel/Accessories: Athletic Shoes - Brands Bought: Other
 MAPPSH045: Athletic Shoes - Number Of Pairs Bought: Any

Fine Jewelry

- MAPJWL012: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: Under \$100
 MAPJWL013: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$100 - \$399
 MAPJWL014: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$400 - \$749
 MAPJWL015: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$750 - \$999
 MAPJWL016: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$1000 - \$1499
 MAPJWL017: Apparel/Accessories: Fine Jewelry - Amount Spent In Total: \$1500+
 MAPJWL018: Fine Jewelry - Kinds: Bracelet Any
 MAPJWL020: Fine Jewelry - Kinds: Earrings Any
 MAPJWL021: Fine Jewelry - Kinds: Necklace Any
 MAPJWL022: Fine Jewelry - Kinds: Engagement Ring Any
 MAPJWL023: Fine Jewelry - Kinds: Other Ring Any
 MAPJWL024: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 1 Item
 MAPJWL025: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 2 Items
 MAPJWL026: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 3 Items
 MAPJWL027: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 4 Items
 MAPJWL028: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 5-6 Items
 MAPJWL029: Apparel/Accessories: Fine Jewelry - Kinds Summary: Bought 7+ Items
 MAPJWL030: Apparel/Accessories: Fine Jewelry - Purchased For: Yourself
 MAPJWL031: Apparel/Accessories: Fine Jewelry - Purchased For: Someone else (gift)
 MAPJWL032: Apparel/Accessories: Fine Jewelry - Summary: Bought any
 MAPJWL033: Fine Jewelry - Types: Diamond Any
 MAPJWL034: Fine Jewelry - Types: Gold Any
 MAPJWL035: Fine Jewelry - Types: Platinum Any
 MAPJWL036: Fine Jewelry - Types: Sterling Any

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

MAPJWL037: Fine Jewelry - Types: Other Any
MAPJWL038: Apparel/Accessories: Fine Jewelry - Where Purchased: Independent Jeweler
MAPJWL039: Apparel/Accessories: Fine Jewelry - Where Purchased: Department Store
MAPJWL040: Apparel/Accessories: Fine Jewelry - Where Purchased: Jared
MAPJWL041: Apparel/Accessories: Fine Jewelry - Where Purchased: Kay Jewelers
MAPJWL046: Apparel/Accessories: Fine Jewelry - Where Purchased: Swarovski
MAPJWL042: Apparel/Accessories: Fine Jewelry - Where Purchased: Zales
MAPJWL043: Apparel/Accessories: Fine Jewelry - Where Purchased: Other Retail Chain
MAPJWL044: Apparel/Accessories: Fine Jewelry - Where Purchased: Warehouse/Club Store
MAPJWL045: Apparel/Accessories: Fine Jewelry - Where Purchased: Other

Mens Clothing

MAPMEN001: Apparel/Accessories: Mens Clothing - Brands: Adidas
MAPMEN002: Apparel/Accessories: Mens Clothing - Brands: Armani
MAPMEN003: Apparel/Accessories: Mens Clothing - Brands: Banana Republic
MAPMEN004: Apparel/Accessories: Mens Clothing - Brands: Brooks Brothers
MAPMEN005: Apparel/Accessories: Mens Clothing - Brands: Calvin Klein
MAPMEN006: Apparel/Accessories: Mens Clothing - Brands: Carhartt
MAPMEN007: Apparel/Accessories: Mens Clothing - Brands: Champion
MAPMEN060: Apparel/Accessories: Mens Clothing - Brands: Columbia
MAPMEN009: Apparel/Accessories: Mens Clothing - Brands: Dickies
MAPMEN010: Apparel/Accessories: Mens Clothing - Brands: DKNY
MAPMEN011: Apparel/Accessories: Mens Clothing - Brands: Dockers
MAPMEN012: Apparel/Accessories: Mens Clothing - Brands: Eddie Bauer
MAPMEN013: Apparel/Accessories: Mens Clothing - Brands: Express
MAPMEN014: Apparel/Accessories: Mens Clothing - Brands: Fruit of the Loom
MAPMEN015: Apparel/Accessories: Mens Clothing - Brands: The Gap
MAPMEN016: Apparel/Accessories: Mens Clothing - Brands: H&M
MAPMEN017: Apparel/Accessories: Mens Clothing - Brands: Haggard
MAPMEN018: Apparel/Accessories: Mens Clothing - Brands: Hanes
MAPMEN061: Apparel/Accessories: Mens Clothing - Brands: Hugo Boss
MAPMEN062: Apparel/Accessories: Mens Clothing - Brands: IZOD
MAPMEN019: Apparel/Accessories: Mens Clothing - Brands: Jockey
MAPMEN021: Apparel/Accessories: Mens Clothing - Brands: Kenneth Cole
MAPMEN022: Apparel/Accessories: Mens Clothing - Brands: Lacoste
MAPMEN023: Apparel/Accessories: Mens Clothing - Brands: Lands End
MAPMEN024: Apparel/Accessories: Mens Clothing - Brands: Lee
MAPMEN025: Apparel/Accessories: Mens Clothing - Brands: Levis
MAPMEN026: Apparel/Accessories: Mens Clothing - Brands: Nautica
MAPMEN027: Apparel/Accessories: Mens Clothing - Brands: Nike
MAPMEN063: Apparel/Accessories: Mens Clothing - Brands: The North Face
MAPMEN028: Apparel/Accessories: Mens Clothing - Brands: Old Navy
MAPMEN064: Apparel/Accessories: Mens Clothing - Brands: Patagonia
MAPMEN029: Apparel/Accessories: Mens Clothing - Brands: Polo
MAPMEN030: Apparel/Accessories: Mens Clothing - Brands: Ralph Lauren
MAPMEN031: Apparel/Accessories: Mens Clothing - Brands: Reebok
MAPMEN032: Apparel/Accessories: Mens Clothing - Brands: Russell Athletic
MAPMEN065: Apparel/Accessories: Mens Clothing - Brands: Speedo
MAPMEN033: Apparel/Accessories: Mens Clothing - Brands: Tommy Hilfiger
MAPMEN034: Apparel/Accessories: Mens Clothing - Brands: Under Armour
MAPMEN066: Apparel/Accessories: Mens Clothing - Brands: Van Heusen
MAPMEN035: Apparel/Accessories: Mens Clothing - Brands: Wrangler
MAPMEN067: Apparel/Accessories: Mens Clothing - Brands: Other
MAPMEN036: Apparel/Accessories: Mens Clothing: Summary: Bought any
MAPMEN037: Apparel/Accessories: Mens Clothing: Summary: Bought one item
MAPMEN038: Apparel/Accessories: Mens Clothing: Summary: Bought two items
MAPMEN039: Apparel/Accessories: Mens Clothing: Summary: Bought three or more items
MAPMEN040: Apparel/Accessories: Mens Clothing: Summary - Big Ticket: Bought any

Shoes

MAPSHO006: Apparel/Accessories: Shoes - Brands: Aerosoles
MAPSHO007: Apparel/Accessories: Shoes - Brands: ALDO
MAPSHO008: Apparel/Accessories: Shoes - Brands: Allen-Edmonds
MAPSHO009: Apparel/Accessories: Shoes - Brands: Anne Klein
MAPSHO010: Apparel/Accessories: Shoes - Brands: Bm
MAPSHO011: Apparel/Accessories: Shoes - Brands: Clarks
MAPSHO012: Apparel/Accessories: Shoes - Brands: Coach
MAPSHO013: Apparel/Accessories: Shoes - Brands: Cole Haan
MAPSHO014: Apparel/Accessories: Shoes - Brands: Crocs
MAPSHO015: Apparel/Accessories: Shoes - Brands: Ecco
MAPSHO016: Apparel/Accessories: Shoes - Brands: Florsheim

MAPSHO017: Apparel/Accessories: Shoes - Brands: Havaianas
MAPSHO018: Apparel/Accessories: Shoes - Brands: Johnston & Murphy
MAPSHO019: Apparel/Accessories: Shoes - Brands: Keen
MAPSHO020: Apparel/Accessories: Shoes - Brands: Kenneth Cole
MAPSHO021: Apparel/Accessories: Shoes - Brands: Naturalizer
MAPSHO022: Apparel/Accessories: Shoes - Brands: Nina
MAPSHO023: Apparel/Accessories: Shoes - Brands: Nine West
MAPSHO092: Apparel/Accessories: Shoes - Brands: Red Wing
MAPSHO024: Apparel/Accessories: Shoes - Brands: Rockport
MAPSHO025: Apparel/Accessories: Shoes - Brands: Skechers
MAPSHO026: Apparel/Accessories: Shoes - Brands: Sperry
MAPSHO027: Apparel/Accessories: Shoes - Brands: Stacy Adams
MAPSHO028: Apparel/Accessories: Shoes - Brands: Steve Madden
MAPSHO029: Apparel/Accessories: Shoes - Brands: UGG
MAPSHO030: Apparel/Accessories: Shoes - Brands: Other
MAPSHO031: Shoes - Number Of Pairs Bought: Canvas Any
MAPSHO032: Shoes - Number Of Pairs Bought: Casual/leisure Any
MAPSHO033: Shoes - Number Of Pairs Bought: Dress boots Any
MAPSHO034: Shoes - Number Of Pairs Bought: Dress shoes Any
MAPSHO035: Shoes - Number Of Pairs Bought: Sandals Any
MAPSHO036: Shoes - Number Of Pairs Bought: Slippers Any
MAPSHO037: Shoes - Number Of Pairs Bought: Western boots Any
MAPSHO038: Shoes - Number Of Pairs Bought: Work boots Any
MAPSHO039: Shoes - Number Of Pairs Bought: Other work shoes Any
MAPSHO040: Shoes - Number Of Pairs Bought: Other Any
MAPSHO041: Shoes - Number Of Pairs Bought: Any Any

Womens Clothing

MAPWOM001: Apparel/Accessories: Womens Clothing - Brands: Adidas
MAPWOM002: Apparel/Accessories: Womens Clothing - Brands: Alfred Dunner
MAPWOM003: Apparel/Accessories: Womens Clothing - Brands: Ann Taylor
MAPWOM004: Apparel/Accessories: Womens Clothing - Brands: Anne Klein
MAPWOM005: Apparel/Accessories: Womens Clothing - Brands: Armani
MAPWOM006: Apparel/Accessories: Womens Clothing - Brands: Banana Republic
MAPWOM007: Apparel/Accessories: Womens Clothing - Brands: Calvin Klein
MAPWOM008: Apparel/Accessories: Womens Clothing - Brands: Champion
MAPWOM067: Apparel/Accessories: Womens Clothing - Brands: Columbia
MAPWOM009: Apparel/Accessories: Womens Clothing - Brands: Danskin
MAPWOM010: Apparel/Accessories: Womens Clothing - Brands: DKNY
MAPWOM011: Apparel/Accessories: Womens Clothing - Brands: Dockers
MAPWOM012: Apparel/Accessories: Womens Clothing - Brands: Eddie Bauer
MAPWOM013: Apparel/Accessories: Womens Clothing - Brands: Express
MAPWOM014: Apparel/Accessories: Womens Clothing - Brands: The Gap
MAPWOM015: Apparel/Accessories: Womens Clothing - Brands: Guess
MAPWOM016: Apparel/Accessories: Womens Clothing - Brands: H&M
MAPWOM017: Apparel/Accessories: Womens Clothing - Brands: Hanes
MAPWOM018: Apparel/Accessories: Womens Clothing - Brands: Inc
MAPWOM068: Apparel/Accessories: Womens Clothing - Brands: IZOD
MAPWOM019: Apparel/Accessories: Womens Clothing - Brands: Jones New York
MAPWOM020: Apparel/Accessories: Womens Clothing - Brands: Juicy Couture
MAPWOM021: Apparel/Accessories: Womens Clothing - Brands: Kenneth Cole
MAPWOM022: Apparel/Accessories: Womens Clothing - Brands: Lacoste
MAPWOM023: Apparel/Accessories: Womens Clothing - Brands: Lee
MAPWOM024: Apparel/Accessories: Womens Clothing - Brands: Levis
MAPWOM025: Apparel/Accessories: Womens Clothing - Brands: Liz Claiborne
MAPWOM026: Apparel/Accessories: Womens Clothing - Brands: LOFT
MAPWOM027: Apparel/Accessories: Womens Clothing - Brands: Lucky Brand
MAPWOM028: Apparel/Accessories: Womens Clothing - Brands: New York & Company
MAPWOM029: Apparel/Accessories: Womens Clothing - Brands: Nike
MAPWOM070: Apparel/Accessories: Womens Clothing - Brands: The North Face
MAPWOM031: Apparel/Accessories: Womens Clothing - Brands: Old Navy
MAPWOM071: Apparel/Accessories: Womens Clothing - Brands: Patagonia
MAPWOM032: Apparel/Accessories: Womens Clothing - Brands: Polo
MAPWOM033: Apparel/Accessories: Womens Clothing - Brands: Ralph Lauren
MAPWOM034: Apparel/Accessories: Womens Clothing - Brands: Reebok
MAPWOM072: Apparel/Accessories: Womens Clothing - Brands: Speedo
MAPWOM037: Apparel/Accessories: Womens Clothing - Brands: Talbots
MAPWOM038: Apparel/Accessories: Womens Clothing - Brands: Tommy Hilfiger
MAPWOM039: Apparel/Accessories: Womens Clothing - Brands: True Religion
MAPWOM040: Apparel/Accessories: Womens Clothing - Brands: Under Armour
MAPWOM041: Apparel/Accessories: Womens Clothing - Brands: Wrangler
MAPWOM042: Apparel/Accessories: Womens Clothing - Brands: Other
MAPWOM043: Apparel/Accessories: Womens Clothing: Summary: Bought any
MAPWOM044: Apparel/Accessories: Womens Clothing: Summary: Bought one item
MAPWOM045: Apparel/Accessories: Womens Clothing: Summary: Bought two items

MAPWOM046: Apparel/Accessories: Womens Clothing: Summary: Bought three or more items

Watches

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

Appliances

Cooking and Serving

MHOME228: Kitchen Cooking And Serving Products: Aluminum cookware Bought in last 12 months
MHOME252: Kitchen Cooking And Serving Products: Other metal cookware Bought in last 12 months
MHOME253: Kitchen Cooking And Serving Products: Barbecue equipment Bought in last 12 months
MHOME254: Kitchen Cooking And Serving Products: Canning jars & lids Bought in last 12 months
MHOME255: Kitchen Cooking And Serving Products: Ceramic coated cookware Bought in last 12 months
MHOME256: Kitchen Cooking And Serving Products: Cutlery (kitchen knives) Bought in last 12 months
MHOME257: Kitchen Cooking And Serving Products: Insulated coffee carafe/server Bought in last 12 months
MHOME258: Kitchen Cooking And Serving Products: Wok (non-electric) Bought in last 12 months
MHOME236: Kitchen Cooking And Serving Products: Glass storage containers Bought in last 12 months
MHOME259: Kitchen Cooking And Serving Products: Plastic storage containers Bought in last 12 months
MHOME238: Kitchen Cooking And Serving Products: Glass ovenware/bakeware Bought in last 12 months
MHOME239: Kitchen Cooking And Serving Products: Non-stick metal bakeware/ovenware Bought in last 12 months
MHOME260: Kitchen Cooking And Serving Products: Glass rangetop cookware Bought in last 12 months
MHOME241: Kitchen Cooking And Serving Products: Microwave cookware glass/ceramic Bought in last 12 months
MHOME242: Kitchen Cooking And Serving Products: Microwave cookware plastic Bought in last 12 months
MHOME243: Kitchen Cooking And Serving Products: Microwave cookware paper/disposable Bought in last 12 months
MHOME245: Kitchen Cooking And Serving Products: Any Bought in last 12 months
MHOME261: Home: Kitchen Cooking And Serving Products - Decision Maker: Yourself (alone or with someone else)

MHOME262: Home: Kitchen Cooking And Serving Products - Decision Maker: Someone else
MHOME263: Large Kitchen & Cooking Appliances: Dishwasher - built-in Bought in last 12 months
MHOME264: Large Kitchen & Cooking Appliances: Dishwasher - portable Bought in last 12 months
MHOME265: Large Kitchen & Cooking Appliances: Built-in range oven - electric Bought in last 12 months
MHOME266: Large Kitchen & Cooking Appliances: Built-in range oven - gas Bought in last 12 months
MHOME267: Large Kitchen & Cooking Appliances: Electric stove/range Bought in last 12 months
MHOME268: Large Kitchen & Cooking Appliances: Gas stove/range Bought in last 12 months
MHOME269: Large Kitchen & Cooking Appliances: Induction range/oven Bought in last 12 months
MHOME270: Large Kitchen & Cooking Appliances: Continuous cleaning oven Bought in last 12 months
MHOME271: Large Kitchen & Cooking Appliances: Convection oven Bought in last 12 months
MHOME272: Large Kitchen & Cooking Appliances: Cook top Bought in last 12 months
MHOME273: Large Kitchen & Cooking Appliances: Microwave oven Bought in last 12 months
MHOME274: Large Kitchen & Cooking Appliances: Combination range/microwave Bought in last 12 months
MHOME275: Large Kitchen & Cooking Appliances: Rangehood Bought in last 12 months
MHOME276: Large Kitchen & Cooking Appliances: Refrigerator Bought in last 12 months
MHOME277: Large Kitchen & Cooking Appliances: Separate freezer Bought in last 12 months
MHOME278: Large Kitchen & Cooking Appliances: Charcoal grill Bought in last 12 months
MHOME279: Large Kitchen & Cooking Appliances: Electric grill - outdoor Bought in last 12 months
MHOME280: Large Kitchen & Cooking Appliances: Gas grill Bought in last 12 months
MHOME281: Large Kitchen & Cooking Appliances: Smoker Bought in last 12 months
MHOME282: Large Kitchen & Cooking Appliances: Trash compactor Bought in last 12 months
MHOME283: Large Kitchen & Cooking Appliances: Garbage disposal Bought in last 12 months
MHOME284: Large Kitchen & Cooking Appliances: Any Bought in last 12 months
MHOME285: Home: Large Kitchen & Cooking Appliances - Decision Maker: Yourself (alone or with someone else)
MHOME286: Home: Large Kitchen & Cooking Appliances - Decision Maker: Someone else
MHOME287: Home: Large Kitchen & Cooking Appliances - Rented Any: Yes
MHOME318: Small Kitchen Appliances: Bread making machine Bought in last 12 months
MHOME319: Small Kitchen Appliances: Coffee maker - automatic drip Bought in last 12 months
MHOME320: Small Kitchen Appliances: Coffee maker - electric perk Bought in last 12 months
MHOME321: Small Kitchen Appliances: Coffee maker - single cup/pod brewing system Bought in last 12 months
MHOME322: Small Kitchen Appliances: Coffee maker - other electric Bought in last 12 months
MHOME323: Small Kitchen Appliances: Coffee maker - French press Bought in last 12 months
MHOME324: Small Kitchen Appliances: Espresso/Cappuccino Maker Bought in last 12 months
MHOME325: Small Kitchen Appliances: Deep fryer Bought in last 12 months
MHOME326: Small Kitchen Appliances: Electric blender Bought in last 12 months
MHOME327: Small Kitchen Appliances: Electric can opener Bought in last 12 months
MHOME328: Small Kitchen Appliances: Electric coffee grinder Bought in last 12 months
MHOME329: Small Kitchen Appliances: Electric food processor Bought in last 12 months
MHOME330: Small Kitchen Appliances: Electric fry pan Bought in last 12 months
MHOME331: Small Kitchen Appliances: Electric grill - Indoor Bought in last 12 months
MHOME332: Small Kitchen Appliances: Electric juicer Bought in last 12 months
MHOME333: Small Kitchen Appliances: Electric knife Bought in last 12 months
MHOME334: Small Kitchen Appliances: Electric mixer - hand held Bought in last 12 months
MHOME335: Small Kitchen Appliances: Electric mixer - stationary Bought in last 12 months
MHOME336: Small Kitchen Appliances: Electric popcorn maker Bought in last 12 months
MHOME337: Small Kitchen Appliances: Electric pressure cooker (e.g. Instant Pot) Bought in last 12 months
MHOME338: Small Kitchen Appliances: Electric slow cooker Bought in last 12 months
MHOME340: Small Kitchen Appliances: Electric wok Bought in last 12 months
MHOME341: Small Kitchen Appliances: Ice cream machine Bought in last 12 months
MHOME342: Small Kitchen Appliances: Pasta machine Bought in last 12 months
MHOME343: Small Kitchen Appliances: Pressure cooker (non-electric/stove top) Bought in last 12 months

MHOME344: Small Kitchen Appliances: Toaster Bought in last 12 months
MHOME345: Small Kitchen Appliances: Toaster oven Bought in last 12 months
MHOME346: Small Kitchen Appliances: Vacuum sealer Bought in last 12 months
MHOME347: Small Kitchen Appliances: Any Bought in last 12 months
MHOME348: Home: Small Kitchen Appliances - Decision Maker: Yourself (alone or with someone else)
MHOME349: Home: Small Kitchen Appliances - Decision Maker: Someone else
MHOME350: Table Settings: Cloth tablecloth/napkins Personally own
MHOME351: Table Settings: Cloth tablecloth/napkins Personally bought in last 12 months
MHOME352: Table Settings: Cloth tablecloth/napkins Personally bought as gift in last 12 months
MHOME353: Table Settings: Fine china dinnerware Personally own
MHOME354: Table Settings: Fine china dinnerware Personally bought in last 12 months
MHOME355: Table Settings: Fine china dinnerware Personally bought as gift in last 12 months
MHOME356: Table Settings: Glassware Personally own
MHOME357: Table Settings: Glassware Personally bought in last 12 months
MHOME358: Table Settings: Glassware Personally bought as gift in last 12 months
MHOME359: Table Settings: Fine china serving pieces Personally own
MHOME360: Table Settings: Fine china serving pieces Personally bought in last 12 months
MHOME361: Table Settings: Fine china serving pieces Personally bought as gift in last 12 months
MHOME362: Table Settings: Fine crystal barware Personally own
MHOME363: Table Settings: Fine crystal barware Personally bought in last 12 months
MHOME364: Table Settings: Fine crystal barware Personally bought as gift in last 12 months
MHOME365: Table Settings: Lead crystal hollowware Personally own
MHOME366: Table Settings: Lead crystal hollowware Personally bought in last 12 months
MHOME367: Table Settings: Lead crystal hollowware Personally bought as gift in last 12 months
MHOME368: Table Settings: Lead crystal stemware Personally own
MHOME369: Table Settings: Lead crystal stemware Personally bought in last 12 months
MHOME370: Table Settings: Lead crystal stemware Personally bought as gift in last 12 months
MHOME371: Table Settings: Silverplated flatware Personally own
MHOME372: Table Settings: Silverplated flatware Personally bought in last 12 months
MHOME373: Table Settings: Silverplated flatware Personally bought as gift in last 12 months
MHOME374: Table Settings: Stainless flatware Personally own
MHOME375: Table Settings: Stainless flatware Personally bought in last 12 months
MHOME376: Table Settings: Stainless flatware Personally bought as gift in last 12 months
MHOME377: Table Settings: Sterling silver flatware Personally own
MHOME378: Table Settings: Sterling silver flatware Personally bought in last 12 months
MHOME379: Table Settings: Sterling silver flatware Personally bought as gift in last 12 months
MHOME380: Table Settings: Stoneware Personally own
MHOME381: Table Settings: Stoneware Personally bought in last 12 months
MHOME382: Table Settings: Stoneware Personally bought as gift in last 12 months
MHOME383: Table Settings: Placemats Personally own
MHOME384: Table Settings: Placemats Personally bought in last 12 months
MHOME385: Table Settings: Placemats Personally bought as gift in last 12 months
MHOME386: Table Settings: Other dinnerware Personally own
MHOME387: Table Settings: Other dinnerware Personally bought in last 12 months
MHOME388: Table Settings: Other dinnerware Personally bought as gift in last 12 months
MHOME389: Table Settings: Any table setting Personally own
MHOME390: Table Settings: Any table setting Personally bought in last 12 months
MHOME391: Table Settings: Any table setting Personally bought as gift in last 12 months
MHOME392: Home: Table Settings - Amount Spent In Total: Less than \$15
MHOME393: Home: Table Settings - Amount Spent In Total: \$ 15 - \$ 25
MHOME394: Home: Table Settings - Amount Spent In Total: \$ 26 - \$ 50
MHOME395: Home: Table Settings - Amount Spent In Total: \$ 51 - \$100
MHOME396: Home: Table Settings - Amount Spent In Total: \$101 - \$175
MHOME397: Home: Table Settings - Amount Spent In Total: \$176 - \$300
MHOME398: Home: Table Settings - Amount Spent In Total: More than \$300

Durables

MHOME134: Household Appliances & Durables: Air purifier Bought in last 12 months
MHOME135: Household Appliances & Durables: Broom Bought in last 12 months
MHOME251: Household Appliances & Durables: Burglar alarm/Home Security System (Standard/Wired) Bought in last 12 months
MHOME247: Household Appliances & Durables: Burglar alarm/Home Security System (Smart/Wi-Fi) Bought in last 12 months
MHOME137: Household Appliances & Durables: Carpet steam cleaner Bought in last 12 months

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

Automotive

Auto Clubs and Car Rental

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

Brands

MAUTO071: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Buick
MAUTO072: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Cadillac

MAUTO073: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Chevrolet
MAUTO074: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Chrysler
MAUTO075: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Dodge
MAUTO076: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Eagle
MAUTO077: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ford
MAUTO078: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Geo
MAUTO079: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: GMC
MAUTO080: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Hummer
MAUTO081: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Jeep
MAUTO082: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lincoln
MAUTO083: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mercury
MAUTO084: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Oldsmobile
MAUTO085: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Plymouth
MAUTO086: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Pontiac
MAUTO214: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ram
MAUTO087: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Saturn
MAUTO088: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Tesla
MAUTO089: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Acura
MAUTO090: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Alfa Romeo
MAUTO092: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Audi
MAUTO093: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Bentley
MAUTO094: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: BMW
MAUTO096: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Ferrari
MAUTO097: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Fiat
MAUTO215: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Genesis
MAUTO098: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Honda
MAUTO099: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Hyundai
MAUTO100: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Infiniti
MAUTO101: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Isuzu
MAUTO102: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Jaguar
MAUTO103: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Kia
MAUTO104: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Land Rover
MAUTO105: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lexus
MAUTO106: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Lotus
MAUTO107: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Maserati
MAUTO108: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mazda
MAUTO109: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mercedes
MAUTO110: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: MG
MAUTO111: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Mitsubishi
MAUTO112: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Nissan
MAUTO113: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Porsche
MAUTO114: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Rolls Royce
MAUTO115: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: SAAB
MAUTO116: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Scion
MAUTO117: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Smart
MAUTO118: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Subaru
MAUTO119: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Suzuki
MAUTO120: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Toyota
MAUTO121: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Triumph

MAUTO122: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Volkswagen
MAUTO123: Autos And Other Vehicles - Manufacturer: Any currently owned/leased: Volvo

Driving Habits

MAUTMSC010: Automotive Miscellaneous: Driving: Have valid drivers license
MAUTMSC011: Automotive Miscellaneous: Driving - Currently Drive: Automobile
MAUTMSC012: Automotive Miscellaneous: Driving - Currently Drive: Motorcycle
MAUTMSC013: Automotive Miscellaneous: Driving - Currently Drive: Van
MAUTMSC014: Automotive Miscellaneous: Driving - Currently Drive: Minivan
MAUTMSC015: Automotive Miscellaneous: Driving - Currently Drive: Compact pick-up
MAUTMSC016: Automotive Miscellaneous: Driving - Currently Drive: Regular pick-up
MAUTMSC017: Automotive Miscellaneous: Driving - Currently Drive: Heavy duty truck
MAUTMSC018: Automotive Miscellaneous: Driving - Currently Drive: Recreation vehicle
MAUTMSC019: Automotive Miscellaneous: Driving - Currently Drive: Sport/utility vehicle
MAUTMSC020: Automotive Miscellaneous: Driving - Currently Drive: Other truck
MAUTMSC021: Automotive Miscellaneous: Driving - Currently Drive: Other vehicle
MAUTMSC022: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: None
MAUTMSC023: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 1 - 999
MAUTMSC024: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 1000 - 2999
MAUTMSC025: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 3000 - 4999
MAUTMSC026: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 5000 - 7999
MAUTMSC027: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 8000 - 9999
MAUTMSC028: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 10000 - 14999
MAUTMSC029: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 15000 - 19999
MAUTMSC030: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 20000 - 29999
MAUTMSC031: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 30000 - 39999
MAUTMSC032: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 40000 - 49999
MAUTMSC033: Automotive Miscellaneous: Driving - Number Of Miles Personally Driven: 50000+
MAUTMSC034: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Commute to work
MAUTMSC035: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Other driving for work
MAUTMSC036: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Leisure
MAUTMSC037: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Errands
MAUTMSC038: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Transport others
MAUTMSC039: Automotive Miscellaneous: Driving - Primary Reason(S) You Personally Drive: Other
MAUTMSC040: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: Under 10 miles
MAUTMSC041: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: Under 10 miles
MAUTMSC042: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 10 - 20
MAUTMSC043: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 10 - 20
MAUTMSC044: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 21 - 35
MAUTMSC045: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 21 - 35
MAUTMSC046: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 36 - 50
MAUTMSC047: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 36 - 50
MAUTMSC048: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 51 - 100
MAUTMSC049: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 51 - 100
MAUTMSC050: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 101 - 150

MAUTMSC051: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 101 - 150
MAUTMSC052: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 151 - 250
MAUTMSC053: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 151 - 250
MAUTMSC054: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: 250+
MAUTMSC055: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: 250+
MAUTMSC056: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: In Last 7 Days: None
MAUTMSC057: Miles Traveled In Town/City/Suburb As Driver/Passenger In Car/Truck: If None in Last week then in Last 4: None
MAUTMSC058: Automotive Miscellaneous: Professional Moving Van: Used a professional moving van line
MAUTMSC059: Automotive Miscellaneous: Traffic Reports: Regularly
MAUTMSC060: Automotive Miscellaneous: Traffic Reports: Occasionally
MAUTMSC063: Your Transportation: Bicycle Average Weekday
MAUTMSC064: Your Transportation: Bicycle Average Weekend
MAUTMSC065: Your Transportation: Driving (not in a carpool) Average Weekday
MAUTMSC066: Your Transportation: Driving (not in a carpool) Average Weekend
MAUTMSC067: Your Transportation: Driving in a carpool Average Weekday
MAUTMSC068: Your Transportation: Driving in a carpool Average Weekend
MAUTMSC069: Your Transportation: Motorcycle Average Weekday
MAUTMSC070: Your Transportation: Motorcycle Average Weekend
MAUTMSC071: Your Transportation: Taxi Average Weekday
MAUTMSC072: Your Transportation: Taxi Average Weekend
MAUTMSC083: Your Transportation: Lyft Average Weekday
MAUTMSC084: Your Transportation: Lyft Average Weekend
MAUTMSC085: Your Transportation: Uber Average Weekday
MAUTMSC086: Your Transportation: Uber Average Weekend
MAUTMSC087: Your Transportation: Other Mobile app-based Car service/Rideshare Average Weekday
MAUTMSC088: Your Transportation: Other Mobile app-based Car service/Rideshare Average Weekend
MAUTMSC073: Your Transportation: Bus Average Weekday
MAUTMSC074: Your Transportation: Bus Average Weekend
MAUTMSC075: Your Transportation: Subway/Metro Average Weekday
MAUTMSC076: Your Transportation: Subway/Metro Average Weekend
MAUTMSC077: Your Transportation: Train Average Weekday
MAUTMSC078: Your Transportation: Train Average Weekend
MAUTMSC079: Your Transportation: Other Average Weekday
MAUTMSC080: Your Transportation: Other Average Weekend

Vehicle Features and Purchase Types

MAUTO003: Autos And Other Vehicles - Accessories: Any currently owned/leased: Anti-Lock braking system (ABS)
MAUTO004: Autos And Other Vehicles - Accessories: Any currently owned/leased: Bluetooth/Hands-free phone capability
MAUTO005: Autos And Other Vehicles - Accessories: Any currently owned/leased: Custom (aluminum) wheels
MAUTO006: Autos And Other Vehicles - Accessories: Any currently owned/leased: Four wheel drive/All wheel drive
MAUTO007: Autos And Other Vehicles - Accessories: Any currently owned/leased: Front Dual Automatic Climate Control
MAUTO008: Autos And Other Vehicles - Accessories: Any currently owned/leased: GPS/Navigation system (Built-in not portable)
MAUTO210: Autos And Other Vehicles - Accessories: Any currently owned/leased: Hands-Free Trunk Opener (Motion Detecting)
MAUTO009: Autos And Other Vehicles - Accessories: Any currently owned/leased: Heated/Cooled Seats
MAUTO211: Autos And Other Vehicles - Accessories: Any currently owned/leased: Lane Departure alert
MAUTO010: Autos And Other Vehicles - Accessories: Any currently owned/leased: OnStar Tele Aid or other Vehicle Monitoring System
MAUTO011: Autos And Other Vehicles - Accessories: Any currently owned/leased: Radar Detector
MAUTO012: Autos And Other Vehicles - Accessories: Any currently owned/leased: Security/Burglar alarm
MAUTO013: Autos And Other Vehicles - Accessories: Any currently owned/leased: Sunroof/moonroof
MAUTO014: Autos And Other Vehicles - Accessories: Any currently owned/leased: Turbo charger
MAUTO015: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$50000+

MAUTO016: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$40000 - \$49999
MAUTO017: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$30000 - \$39999
MAUTO018: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$20000 - \$29999
MAUTO019: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$15000 - \$19999
MAUTO020: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: \$10000 - \$14999
MAUTO021: Autos And Other Vehicles - Amount Spent In Total: Any currently owned/leased: Under \$10000
MAUTO022: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: App/Internet connectivity
MAUTO0212: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Infotainment system (touchscreen)
MAUTO023: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Custom speakers
MAUTO024: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: DVD player
MAUTO025: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: MP3 player connection
MAUTO026: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: Satellite Radio
MAUTO213: Autos And Other Vehicles - Audio/Entertainment Features: Any currently owned/leased: WiFi Hotspot
MAUTO091: Autos And Other Vehicles - Bought Or Leased: Any currently owned/leased: Leased
MAUTO030: Autos And Other Vehicles - Bought Or Leased To Replace Vehicle: Any currently owned/leased: Bought or leased to replace vehicle
MAUTO031: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: Bank
MAUTO032: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: An auto manufacturer
MAUTO033: Autos And Other Vehicles - Company Vehicle Is Leased From: Any currently owned/leased: Other
MAUTO034: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Yourself
MAUTO035: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Yourself and someone else
MAUTO036: Autos And Other Vehicles - Decision Maker: Any currently owned/leased: Someone else
MAUTO037: Automotive: Autos And Other Vehicles - Decision Maker Summary: 1 vehicle
MAUTO038: Automotive: Autos And Other Vehicles - Decision Maker Summary: 2 vehicles
MAUTO039: Automotive: Autos And Other Vehicles - Decision Maker Summary: 3 vehicles
MAUTO040: Automotive: Autos And Other Vehicles - Decision Maker Summary: 4+ vehicles
MAUTO041: Autos And Other Vehicles - How Bought: Any currently owned/leased: With cash
MAUTO042: Autos And Other Vehicles - How Bought: Any currently owned/leased: With trade-in
MAUTO043: Autos And Other Vehicles - How Bought: Any currently owned/leased: With financing from a dealer
MAUTO044: Autos And Other Vehicles - How Bought: Any currently owned/leased: With a bank loan
MAUTO045: Autos And Other Vehicles - How Bought: Any currently owned/leased: With a credit union loan
MAUTO046: Autos And Other Vehicles - How Bought: Any currently owned/leased: With financing from the auto manufacturer
MAUTO047: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: Latest model
MAUTO048: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 2nd latest model
MAUTO049: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 3rd latest model
MAUTO050: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 4th latest model
MAUTO051: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 5th latest model
MAUTO052: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 6th latest model
MAUTO053: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 7th latest model
MAUTO054: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 8th latest model
MAUTO055: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 9th latest model

MAUTO056: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 10th latest model
MAUTO057: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: 11th latest model
MAUTO058: Autos And Other Vehicles - Latest Year Model: Any currently owned/leased: Oldest model
MAUTO059: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 24 months or less
MAUTO060: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 36 months
MAUTO061: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 48 months
MAUTO062: Autos And Other Vehicles - Length Of Lease: Any currently owned/leased: 60 months or longer
MAUTO063: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Alignment service/repair
MAUTO064: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Brake lining or pad replacement
MAUTO065: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Major engine repair
MAUTO066: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Minor engine repair
MAUTO067: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Paint job
MAUTO068: Autos And Other Vehicles - Maintenance: Any currently owned/leased: _In last 12 months: Tune-up
MAUTO069: Autos And Other Vehicles - Maintenance: Primarily Responsible: Any currently owned/leased: Yourself (alone or with someone)
MAUTO070: Autos And Other Vehicles - Maintenance: Primarily Responsible: Any currently owned/leased: Someone else

Types of Vehicles

MAUTO157: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Subcompact car
MAUTO158: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact car
MAUTO159: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Intermediate car
MAUTO160: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Standard car
MAUTO161: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Luxury car
MAUTO162: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Mid-Size Sport/Utility
MAUTO163: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact Pickup
MAUTO164: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Full Size Pickup
MAUTO165: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Minivan
MAUTO166: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Van
MAUTO167: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Compact Sport/Utility
MAUTO168: Autos And Other Vehicles - Size Of Vehicle: Any currently owned/leased: Full Size Sport/Utility
MAUTO169: Autos And Other Vehicles - Summary: Any currently owned/leased: Any domestic
MAUTO170: Autos And Other Vehicles - Summary: Any currently owned/leased: Any imported
MAUTO171: Autos And Other Vehicles - Summary: Any currently owned/leased: Domestic bought/leased new
MAUTO172: Autos And Other Vehicles - Summary: Any currently owned/leased: Imported bought/leased new
MAUTO173: Autos And Other Vehicles - Summary: Any currently owned/leased: New bought/leased in last 12 months
MAUTO174: Autos And Other Vehicles - Summary: Any currently owned/leased: Used bought/leased in last 12 months
MAUTO175: Autos And Other Vehicles - Summary: Any currently owned/leased: Decision-maker for new
MAUTO176: Autos And Other Vehicles - Summary: Any currently owned/leased: New domestic bought/leased in last 12 months
MAUTO177: Autos And Other Vehicles - Summary: Any currently owned/leased: Used domestic bought/leased in last 12 months
MAUTO178: Autos And Other Vehicles - Summary: Any currently owned/leased: New imported bought/leased in last 12 months

MAUTO179: Autos And Other Vehicles - Summary: Any currently owned/leased: Used imported bought/leased in last 12 months
MAUTO180: Autos And Other Vehicles - Transmission: Any currently owned/leased: Automatic
MAUTO181: Autos And Other Vehicles - Transmission: Any currently owned/leased: Manual
MAUTO182: Autos And Other Vehicles - Type: Any currently owned/leased: Convertible
MAUTO183: Autos And Other Vehicles - Type: Any currently owned/leased: Coupe/Sports Coupe/2 Door
MAUTO184: Autos And Other Vehicles - Type: Any currently owned/leased: Sedan/Hard Top/4 Door
MAUTO185: Autos And Other Vehicles - Type: Any currently owned/leased: Sedan/Hard Top/2 Door
MAUTO186: Autos And Other Vehicles - Type: Any currently owned/leased: 5 door Hatchback/Station Wagon
MAUTO187: Autos And Other Vehicles - Type: Any currently owned/leased: 3 Door Hatchback
MAUTO188: Autos And Other Vehicles - Type: Any currently owned/leased: Van/Minivan
MAUTO189: Autos And Other Vehicles - Type: Any currently owned/leased: Sport Utility Vehicle (SUV)
MAUTO220: Autos And Other Vehicles - Type: Any currently owned/leased: Crossover Utility Vehicle (CUV)
MAUTO190: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (2 or 4 door)
MAUTO191: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (2 door)
MAUTO192: Autos And Other Vehicles - Type: Any currently owned/leased: Truck (4 door)
MAUTO193: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 4 cylinder
MAUTO194: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 5 cylinder
MAUTO195: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: 6 cylinder
MAUTO196: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: V-6
MAUTO197: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: V-8
MAUTO198: Autos And Other Vehicles - Type Of Engine: Any currently owned/leased: Other
MAUTO124: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Gasoline only (non-diesel)
MAUTO200: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Diesel Gasoline only
MAUTO201: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Hybrid (combination gas and electricity)
MAUTO199: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Electricity only
MAUTO202: Autos And Other Vehicles - Type Of Fuel Vehicle Uses: Any currently owned/leased: Other (e.g. Ethanol (E85) Hydrogen etc.)
MAUTO203: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: Standard with vehicle
MAUTO204: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: Upgraded with vehicle
MAUTO205: Autos And Other Vehicles - Was The Audio/Entertainment System: Any currently owned/leased: An aftermarket purchase
MAUTO206: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: In last 12 months
MAUTO207: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 1-2 years ago
MAUTO208: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 3-4 years ago
MAUTO209: Autos And Other Vehicles - When Bought/Leased: Any currently owned/leased: 5+ years ago

Vehicle Year and Usage

MAUTO216: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2019
MAUTO217: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2018
MAUTO218: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2017
MAUTO125: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2016
MAUTO126: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2015
MAUTO127: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2014
MAUTO128: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2013
MAUTO129: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2012
MAUTO130: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2011
MAUTO219: Autos And Other Vehicles - Model Year: Any currently owned/leased: 2009 or earlier
MAUTO136: Autos And Other Vehicles - New/Used: Any currently owned/leased: New
MAUTO137: Autos And Other Vehicles - New/Used: Any currently owned/leased: Used (Certified Pre-Owned)

MAUTO138: Autos And Other Vehicles - New/Used: Any currently owned/leased: Used (Other)
MAUTO139: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 1
MAUTO140: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 2
MAUTO141: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 3
MAUTO142: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 4
MAUTO143: Automotive: Autos And Other Vehicles - Number Owned Or Leased: 5+
MAUTO144: Automotive: Autos And Other Vehicles - Number Owned Or Leased: Any
MAUTO145: Autos And Other Vehicles - Principal Driver: Any currently owned/leased: Yourself (alone or with someone else)
MAUTO146: Autos And Other Vehicles - Principal Driver: Any currently owned/leased: Someone else
MAUTO147: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Hauling - personal
MAUTO148: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Hauling - business
MAUTO149: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Local transportation
MAUTO150: Autos And Other Vehicles - Purpose Used (Trucks Only): Any currently owned/leased: Recreation
MAUTO151: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Car dealer
MAUTO152: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Gas station/garage
MAUTO153: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Auto repair chain store
MAUTO154: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Discount dept. store
MAUTO155: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Yourself
MAUTO156: Autos And Other Vehicles - Serviced By: Any currently owned/leased: _In last 12 months: Yourself/someone else

Auto Aftermarket

MAUTAFT001: Air Filters: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT002: Anti-Freeze/Coolant: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT003: Automotive Aftermarket: Brakes - Company: Firestone
MAUTAFT004: Automotive Aftermarket: Brakes - Company: Meineke
MAUTAFT005: Automotive Aftermarket: Brakes - Company: Midas
MAUTAFT007: Automotive Aftermarket: Brakes - Company: Sears
MAUTAFT008: Automotive Aftermarket: Brakes - Company: Other
MAUTAFT010: Car Cleaner Wash/Wipes: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT011: Car Wax & Polish: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT012: Automotive Aftermarket: Car/Other Vehicle Batteries: Bought
MAUTAFT013: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: AAA
MAUTAFT014: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: ACDelco
MAUTAFT015: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: AutoCraft (Advance Auto Parts)
MAUTAFT083: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Carquest
MAUTAFT017: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Duralast
MAUTAFT018: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: EverStart (Walmart)
MAUTAFT019: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Exide
MAUTAFT020: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Interstate
MAUTAFT021: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Motorcraft
MAUTAFT022: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: NAPA
MAUTAFT023: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Optima
MAUTAFT024: Automotive Aftermarket: Car/Other Vehicle Batteries - Brands: Other
MAUTAFT025: Automotive Aftermarket: Car/Other Vehicle Batteries - Decision Maker: Yourself (alone or with someone else)
MAUTAFT026: Automotive Aftermarket: Car/Other Vehicle Batteries - Decision Maker: Someone else
MAUTAFT027: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Yourself
MAUTAFT028: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Another household member
MAUTAFT029: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Service centers or dealers etc.
MAUTAFT030: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Mobile Battery Service/Tow Truck
MAUTAFT031: Automotive Aftermarket: Car/Other Vehicle Batteries - Installed By: Other
MAUTAFT039: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Other auto parts store

MAUTAFT040: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Car dealer
MAUTAFT041: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Gas station/garage
MAUTAFT043: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Mobile Battery Service/Tow Truck
MAUTAFT044: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Other discount/department store
MAUTAFT045: Automotive Aftermarket: Car/Other Vehicle Batteries - Where Bought: Warehouse/Club Store
MAUTAFT046: Gasoline: Total Users: Bought in Last 6 Months: Total Category
MAUTAFT047: Gasoline Additives: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT048: Leather And Vinyl Protectants: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT049: Motor Oil: Total Users: Bought/Changed in Last 12 Months: Total Category
MAUTAFT050: Motor Oil Additives: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT051: Automotive Aftermarket: Mufflers: Bought
MAUTAFT052: Automotive Aftermarket: Mufflers - Brands: Flowmaster
MAUTAFT053: Automotive Aftermarket: Mufflers - Brands: MagnaFlow
MAUTAFT054: Automotive Aftermarket: Mufflers - Brands: Meineke
MAUTAFT055: Automotive Aftermarket: Mufflers - Brands: Midas
MAUTAFT056: Automotive Aftermarket: Mufflers - Brands: NAPA
MAUTAFT057: Automotive Aftermarket: Mufflers - Brands: Other
MAUTAFT058: Automotive Aftermarket: Mufflers - Decision Maker: Yourself (alone or with someone else)
MAUTAFT059: Automotive Aftermarket: Mufflers - Decision Maker: Someone else
MAUTAFT060: Automotive Aftermarket: Mufflers - Installed By: Yourself
MAUTAFT061: Automotive Aftermarket: Mufflers - Installed By: Another household member
MAUTAFT062: Automotive Aftermarket: Mufflers - Installed By: Service center or dealer
MAUTAFT063: Automotive Aftermarket: Mufflers - Installed By: Auto repair chain store
MAUTAFT064: Automotive Aftermarket: Mufflers - Installed By: Other
MAUTAFT065: Automotive Aftermarket: Mufflers - Where Bought: Meineke
MAUTAFT066: Automotive Aftermarket: Mufflers - Where Bought: Midas
MAUTAFT068: Automotive Aftermarket: Mufflers - Where Bought: Auto parts store
MAUTAFT069: Automotive Aftermarket: Mufflers - Where Bought: Car dealer
MAUTAFT070: Automotive Aftermarket: Mufflers - Where Bought: Gas station/garage
MAUTAFT071: Automotive Aftermarket: Mufflers - Where Bought: Specialty muffler shop
MAUTAFT072: Automotive Aftermarket: Mufflers - Where Bought: Other
MAUTAFT073: Oil Filters: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT074: Shock Absorbers/Struts: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT075: Spark Plugs: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT076: Tire Care: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT077: Tires: Total Users: Bought in Last 12 Months: Total Category
MAUTAFT079: Automotive Aftermarket: Transmission Service - Company: Aamco
MAUTAFT080: Automotive Aftermarket: Transmission Service - Company: Cottman
MAUTAFT082: Windshield Wipers: Total Users: Bought in Last 12 Months: Total Category

Beverages

Alcoholic Beverages

MALCOH001: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Alcoholic Beverage
MALCOH002: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Wines
MALCOH003: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Whisky
MALCOH004: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Brandy Cognac Cordials & Liqueurs
MALCOH005: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Other Alcoholic Beverages
MALCOH006: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Beer/Ale
MALCOH007: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Dinner/Table Wine
MALCOH008: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Distilled Liquor
MALCOH009: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any White Goods
MALCOH010: Beverages: Alcoholic Beverages - Summary Drank In Last 6 Months: Any Brown Goods
MALCOH011: Alcoholic Beverages - Where Bought: Beer Convenience Store
MALCOH012: Alcoholic Beverages - Where Bought: Beer Supermarket

MALCOH013: Alcoholic Beverages - Where Bought: Beer Liquor Store
MALCOH014: Alcoholic Beverages - Where Bought: Beer Drug Store
MALCOH015: Alcoholic Beverages - Where Bought: Beer Wholesale Membership Club
MALCOH016: Alcoholic Beverages - Where Bought: Beer Online
MALCOH017: Alcoholic Beverages - Where Bought: Beer Other
MALCOH018: Alcoholic Beverages - Where Bought: Wine Convenience Store
MALCOH019: Alcoholic Beverages - Where Bought: Wine Supermarket
MALCOH020: Alcoholic Beverages - Where Bought: Wine Liquor Store
MALCOH021: Alcoholic Beverages - Where Bought: Wine Drug Store
MALCOH022: Alcoholic Beverages - Where Bought: Wine Wholesale Membership Club
MALCOH023: Alcoholic Beverages - Where Bought: Wine Online
MALCOH024: Alcoholic Beverages - Where Bought: Wine Other
MALCOH025: Alcoholic Beverages - Where Bought: Liquor Convenience Store
MALCOH026: Alcoholic Beverages - Where Bought: Liquor Supermarket
MALCOH027: Alcoholic Beverages - Where Bought: Liquor Liquor Store
MALCOH028: Alcoholic Beverages - Where Bought: Liquor Drug Store
MALCOH029: Alcoholic Beverages - Where Bought: Liquor Wholesale Membership Club
MALCOH030: Alcoholic Beverages - Where Bought: Liquor Online
MALCOH031: Alcoholic Beverages - Where Bought: Liquor Other
MALCOH072: Alcoholic Beverages: Where Consumed: Restaurant Beer
MALCOH073: Alcoholic Beverages: Where Consumed: Restaurant Wine
MALCOH074: Alcoholic Beverages: Where Consumed: Restaurant Liquor
MALCOH075: Alcoholic Beverages: Where Consumed: Bar/Club Beer
MALCOH076: Alcoholic Beverages: Where Consumed: Bar/Club Wine
MALCOH077: Alcoholic Beverages: Where Consumed: Bar/Club Liquor
MALCOH078: Alcoholic Beverages: Where Consumed: Your Home Beer
MALCOH079: Alcoholic Beverages: Where Consumed: Your Home Wine
MALCOH080: Alcoholic Beverages: Where Consumed: Your Home Liquor
MALCOH081: Alcoholic Beverages: Where Consumed: Someone Elses Home Beer
MALCOH082: Alcoholic Beverages: Where Consumed: Someone Elses Home Wine
MALCOH083: Alcoholic Beverages: Where Consumed: Someone Elses Home Liquor
MALCOH084: Alcoholic Beverages: Where Consumed: Other Beer
MALCOH085: Alcoholic Beverages: Where Consumed: Other Wine
MALCOH086: Alcoholic Beverages: Where Consumed: Other Liquor
MALCOH032: Artificial & Lo-Cal Sweeteners: Total Users: Used in last 6 months: Total Category
MALCOH034: Bourbon: Total Users: Drank in Last 6 Months: Total Category
MALCOH036: Canadian Whisky: Total Users: Drank in Last 6 Months: Total Category
MALCOH037: Champagne & Sparkling Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH038: Cognac: Total Users: Drank in Last 6 Months: Total Category
MALCOH039: Cordials & Liqueurs: Total Users: Drank in Last 6 Months: Total Category
MALCOH040: Diet Cola Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH041: Domestic Dinner/Table Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH043: Flavored Alcoholic Beverages/Coolers: Total Users: Drank in Last 6 Months: Total Category
MALCOH044: Gin: Total Users: Drank in Last 6 Months: Total Category
MALCOH045: Hard Cider: Total Users: Drank in last 6 months: Total Category
MALCOH046: Imported Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH047: Imported Dinner/Table Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH049: Low Calorie Domestic Beer: Total Users: Drank in Last 6 Months: Total Category
MALCOH050: Malt Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH051: Other Diet Soft Drinks Not Colas: Total Users: Drank in Last 6 Months: Total Category
MALCOH052: Other Regular Carbonated Soft Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH053: Popular Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH054: Port Sherry & Dessert Wines: Total Users: Drank in Last 6 Months: Total Category
MALCOH055: Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH056: Prepared Mixed Drinks With Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH057: Prepared Mixed Drinks Without Liquor: Total Users: Drank in Last 6 Months: Total Category
MALCOH058: Ready To Drink Iced Coffee/Coffee Drinks: Households: Used in last 6 months: Total Category
MALCOH059: Ready To Drink Iced Tea: Total Users: Drank in Last 6 Months: Total Category
MALCOH060: Regular Cola Drinks Not Diet: Total Users: Drank in Last 6 Months: Total Category
MALCOH061: Regular Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH062: Rum: Total Users: Drank in Last 6 Months: Total Category

MALCOH063: Rye Or Blended Whiskey: Total Users: Drank in Last 6 Months: Total Category
MALCOH064: Scotch Whisky: Total Users: Drank in Last 6 Months: Total Category
MALCOH065: Sports Drinks/Thirst Quenchers: Total Users: Drank in Last 6 Months: Total Category
MALCOH066: Super Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH067: Tequila: Total Users: Drank in Last 6 Months: Total Category
MALCOH068: Total Beer/Ale: Total Users: Drank in Last 6 Months: Total Category
MALCOH069: Types Of Drinks: Total Users: Drank in Last 6 Months: Total Category
MALCOH070: Vermouth: Total Users: Drank in Last 6 Months: Total Category
MALCOH071: Vodka: Total Users: Drank in Last 6 Months: Total Category

Electronics

Music and Other Audio

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

Personal Computers

MCOMPUT203: Personal Computers - Computer Peripherals: Touch-screen Monitor Own at home
MCOMPUT024: Personal Computers - Apple/Mac: iMac Own at home
MCOMPUT025: Personal Computers - Apple/Mac: MacBook Air Own at home
MCOMPUT026: Personal Computers - Apple/Mac: MacBook Pro Own at home
MCOMPUT027: Personal Computers - Apple/Mac: Other Apple/Mac Own at home
MCOMPUT028: Personal Computers: Desktop Own at home
MCOMPUT029: Personal Computers: Laptop/Notebook Own at home
MCOMPUT030: Personal Computers: Acer Own at home
MCOMPUT031: Personal Computers: Asus Own at home
MCOMPUT032: Personal Computers: Dell Own at home
MCOMPUT033: Personal Computers: Gateway Own at home
MCOMPUT034: Personal Computers: HP (Hewlett-Packard) Own at home
MCOMPUT035: Personal Computers: Lenovo/IBM Own at home
MCOMPUT258: Personal Computers: Microsoft Surface Book Own at home
MCOMPUT036: Personal Computers: Panasonic Own at home
MCOMPUT037: Personal Computers: Samsung Own at home
MCOMPUT039: Personal Computers: Toshiba Own at home
MCOMPUT041: Personal Computers: Other Own at home
MCOMPUT042: Personal Computers - Computer Operating Systems: Apple/Mac OS 9.x Own at home
MCOMPUT043: Personal Computers - Computer Operating Systems: Apple/Mac OS X (10.x) Own at home
MCOMPUT044: Personal Computers - Computer Operating Systems: Google Chrome OS (Chromebook) Own at home
MCOMPUT045: Personal Computers - Computer Operating Systems: Linux Own at home
MCOMPUT046: Personal Computers - Computer Operating Systems: MS Windows 98 Own at home
MCOMPUT047: Personal Computers - Computer Operating Systems: MS Windows 2000 Own at home
MCOMPUT048: Personal Computers - Computer Operating Systems: MS Windows XP Own at home
MCOMPUT049: Personal Computers - Computer Operating Systems: MS Windows Vista Own at home
MCOMPUT050: Personal Computers - Computer Operating Systems: MS Windows 7 Own at home
MCOMPUT051: Personal Computers - Computer Operating Systems: MS Windows 8 Own at home
MCOMPUT259: Personal Computers - Computer Operating Systems: MS Windows 10 Own at home
MCOMPUT052: Personal Computers - Computer Operating Systems: Unix Own at home
MCOMPUT053: Personal Computers - Computer Operating Systems: Other Own at home

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

Work Computers

MCOMPUT079: Personal Computers: Desktop Use at work
MCOMPUT080: Personal Computers: Laptop/Notebook Use at work
MCOMPUT081: Personal Computers: Acer Use at work
MCOMPUT082: Personal Computers: Asus Use at work
MCOMPUT083: Personal Computers: Dell Use at work
MCOMPUT084: Personal Computers: Gateway Use at work
MCOMPUT085: Personal Computers: HP (Hewlett-Packard) Use at work
MCOMPUT086: Personal Computers: Lenovo/IBM Use at work
MCOMPUT087: Personal Computers: Panasonic Use at work
MCOMPUT088: Personal Computers: Samsung Use at work
MCOMPUT090: Personal Computers: Toshiba Use at work
MCOMPUT092: Personal Computers: Other Use at work
MCOMPUT093: Personal Computers - Computer Peripherals: Blu-ray ROM Drive Use at work

MCOMPUT094: Personal Computers - Computer Peripherals: Blu-ray RE (Blu-ray Burner) Use at work
MCOMPUT095: Personal Computers - Computer Peripherals: CD ROM Drive Use at work
MCOMPUT096: Personal Computers - Computer Peripherals: CD-RW Drive (CD Burner) Use at work
MCOMPUT097: Personal Computers - Computer Peripherals: DVD Drive Use at work
MCOMPUT098: Personal Computers - Computer Peripherals: DVD-RW Drive (DVD Burner) Use at work
MCOMPUT099: Personal Computers - Computer Peripherals: External Hard Drive Use at work
MCOMPUT100: Personal Computers - Computer Peripherals: Flash Drive Use at work
MCOMPUT101: Personal Computers - Computer Peripherals: Modem/Fax Modem Use at work
MCOMPUT102: Personal Computers - Computer Peripherals: LAN/Network Interface Cards Use at work
MCOMPUT103: Personal Computers - Computer Peripherals: Microphone Use at work
MCOMPUT104: Personal Computers - Computer Peripherals: Scanner Use at work
MCOMPUT105: Personal Computers - Computer Peripherals: Speakers Use at work
MCOMPUT106: Personal Computers - Computer Peripherals: Tape/Cartridge Drive Use at work
MCOMPUT107: Personal Computers - Computer Peripherals: Webcam Use at work
MCOMPUT108: Personal Computers - Computer Peripherals: Wireless Keyboard Use at work
MCOMPUT109: Personal Computers - Computer Peripherals: Wireless Mouse Use at work
MCOMPUT110: Personal Computers - Computer Peripherals: Wireless Router Use at work
MCOMPUT111: Personal Computers - Computer Peripherals: Other Use at work
MCOMPUT112: Personal Computers - Computer Operating Systems: Apple/Mac OS 9.x Use at work
MCOMPUT113: Personal Computers - Computer Operating Systems: Apple/Mac OS X (10.x) Use at work
MCOMPUT114: Personal Computers - Computer Operating Systems: Google Chrome OS (Chromebook) Use at work
MCOMPUT115: Personal Computers - Computer Operating Systems: Linux Use at work
MCOMPUT116: Personal Computers - Computer Operating Systems: MS Windows 98 Use at work
MCOMPUT117: Personal Computers - Computer Operating Systems: MS Windows 2000 Use at work
MCOMPUT118: Personal Computers - Computer Operating Systems: MS Windows XP Use at work
MCOMPUT119: Personal Computers - Computer Operating Systems: MS Windows Vista Use at work
MCOMPUT120: Personal Computers - Computer Operating Systems: MS Windows 7 Use at work
MCOMPUT121: Personal Computers - Computer Operating Systems: MS Windows 8 Use at work
MCOMPUT122: Personal Computers - Computer Operating Systems: Unix Use at work
MCOMPUT123: Personal Computers - Computer Operating Systems: Other Use at work
MCOMPUT124: Personal Computers - Computer Software: Accounting Use at work
MCOMPUT125: Personal Computers - Computer Software: CAD/CAM Use at work
MCOMPUT126: Personal Computers - Computer Software: Communications/Fax Use at work
MCOMPUT127: Personal Computers - Computer Software: Database/filing Use at work
MCOMPUT128: Personal Computers - Computer Software: Desktop Publishing Use at work
MCOMPUT129: Personal Computers - Computer Software: Education/training Use at work
MCOMPUT130: Personal Computers - Computer Software: Entertainment/Games Use at work
MCOMPUT131: Personal Computers - Computer Software: Personal finance/Tax prep Use at work
MCOMPUT132: Personal Computers - Computer Software: Presentation graphics Use at work
MCOMPUT133: Personal Computers - Computer Software: Multimedia Use at work
MCOMPUT134: Personal Computers - Computer Software: Networking Use at work
MCOMPUT135: Personal Computers - Computer Software: Online Meeting/Conference Use at work
MCOMPUT136: Personal Computers - Computer Software: Online/remote data backup Use at work
MCOMPUT137: Personal Computers - Computer Software: Photo editing Use at work
MCOMPUT138: Personal Computers - Computer Software: Security/Anti-virus Use at work
MCOMPUT139: Personal Computers - Computer Software: Spreadsheet Use at work
MCOMPUT140: Personal Computers - Computer Software: Utility Use at work
MCOMPUT141: Personal Computers - Computer Software: Web Authoring Use at work
MCOMPUT142: Personal Computers - Computer Software: Word Processing Use at work
MCOMPUT143: Personal Computers - Computer Software: Other Use at work
MCOMPUT144: Personal Computers - Summary: Any Brand Use at work
MCOMPUT145: Personal Computers - Summary: Any PC/Non-Apple Brand Use at work

MCOMPUT146: Personal Computers - Summary: Any Apple/Mac Brand Use at work
MCOMPUT147: Personal Computers - Summary: Any Peripherals Use at work
MCOMPUT148: Personal Computers - Summary: Any Software Use at work

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

Printers and Fax Machines

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

Computer Peripherals

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

Computer Software

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

Restaurants

Family Restaurants/Steak Houses

MREST001: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Total Category
MREST002: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Applebees
MREST003: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bakers Square
MREST004: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Benihana
MREST005: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bertucci's
MREST006: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Big Boy
MREST179: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: BJs Restaurant & Brewhouse
MREST007: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Black Angus Steakhouse
MREST008: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bob Evans Farms
MREST009: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Bonefish Grill
MREST010: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Buffalo Wild Wings
MREST011: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: California Pizza Kitchen
MREST013: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Carrabbas Italian Grill
MREST180: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cheddars Scratch Kitchen
MREST014: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: The Cheesecake Factory
MREST015: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Chevys
MREST016: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Chili's Grill & Bar
MREST017: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cicis
MREST018: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Cracker Barrel
MREST019: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Dave & Busters
MREST020: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Dennys
MREST021: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: El Torito
MREST022: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Famous Daves
MREST023: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Friendly's
MREST024: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Golden Corral
MREST025: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Hard Rock Cafe
MREST026: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: HomeTown Buffet
MREST027: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Hooters
MREST028: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Houlihans
MREST029: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: International House of Pancakes (IHOP)
MREST030: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Joes Crab Shack
MREST012: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Johnny Carinos
MREST031: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Logans Roadhouse

MREST032: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Lone Star Steakhouse
MREST033: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: LongHorn Steakhouse
MREST034: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Marie Callenders
MREST035: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: OCharleys
MREST036: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Old Country Buffet
MREST037: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Olive Garden
MREST038: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: On The Border
MREST039: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Outback Steakhouse
MREST040: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: P.F. Changs
MREST181: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Pei Wei Asian Diner
MREST041: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Perkins
MREST042: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ponderosa Steakhouse
MREST043: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Red Lobster
MREST044: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Red Robin
MREST045: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Romanos Macaroni Grill
MREST046: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ruby Tuesday
MREST047: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ruths Chris Steak House
MREST048: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Ryans
MREST049: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Shoneys
MREST050: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Sizzler
MREST051: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Smokey Bones
MREST052: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Texas Roadhouse
MREST071: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: TGI Fridays
MREST054: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Tony Romas
MREST055: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Uno Pizzeria & Grill
MREST056: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Village Inn Restaurant
MREST057: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Waffle House
MREST111: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Other
MREST058: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Breakfast
MREST059: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Lunch
MREST060: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Snacks
MREST061: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Supper/Dinner
MREST062: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Weekdays
MREST063: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Weekends
MREST064: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Eat-in
MREST065: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Home delivery
MREST066: Family Restaurants & Steak Houses: Total Users: Bought At Last 6 Months: Take-out
MREST151: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$30 or less
MREST152: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$31 - \$50

MREST153: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$51 - \$100
MREST154: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$101 - \$200
MREST155: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$201 - \$300
MREST156: Restaurant Expenditures: Family Restaurants & Steak Houses - Amount Spent: \$301+

Fast Food Restaurants

MREST067: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Total Category
MREST068: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: A & W
MREST069: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Arbys
MREST182: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Auntie Annes
MREST072: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Baskin-Robbins
MREST073: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Ben & Jerrys
MREST074: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Bojangles
MREST075: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Boston Market
MREST076: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Burger King
MREST077: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Captain Ds
MREST078: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Carls Jr.
MREST079: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Checkers
MREST080: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chick-fil-A
MREST081: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chipotle Mexican Grill
MREST082: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Chuck E. Cheeses
MREST083: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Churchs Chicken
MREST084: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Cold Stone Creamery
MREST085: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Culvers
MREST086: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dairy Queen
MREST087: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Del Taco
MREST183: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dickeys Barbecue Pit
MREST088: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dominos
MREST089: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Dunkin Donuts
MREST090: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Einstein Bros. Bagels
MREST091: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: El Pollo Loco
MREST184: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Firehouse Subs
MREST093: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Five Guys
MREST094: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Fuddruckers
MREST095: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Hardees
MREST096: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jack in the Box
MREST097: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jamba Juice
MREST098: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Jimmy Johns
MREST099: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: KFC
MREST100: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Krispy Kreme Doughnuts
MREST102: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Little Caesars
MREST103: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Long John Silvers
MREST185: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: McAlisters Deli
MREST104: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: McDonalds
MREST105: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Moes Southwest Grill
MREST106: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Noodles & Company
MREST108: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Panda Express
MREST109: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Panera Bread
MREST110: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Papa Johns
MREST187: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Papa Murphys
MREST112: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Pizza Hut
MREST113: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Popeyes Chicken
MREST114: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Qdoba Mexican Eats
MREST116: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Rallys
MREST117: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Round Table Pizza
MREST119: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Schlotzskys
MREST120: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Smashburger
MREST121: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Sonic Drive-in
MREST122: Fast Food & Drive-In Restaurants: Bought At Last 6 Months: Starbucks

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

Other Restaurants

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

More About Restaurants

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

Financial

Banking and Financial Services

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

Contributions

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

Credit Cards

MFINANC047: Financial: Credit Cards - Average Monthly Expenditure: \$35 or less
MFINANC048: Financial: Credit Cards - Average Monthly Expenditure: \$36 - \$55
MFINANC049: Financial: Credit Cards - Average Monthly Expenditure: \$56 - \$90
MFINANC050: Financial: Credit Cards - Average Monthly Expenditure: \$91 - \$110
MFINANC051: Financial: Credit Cards - Average Monthly Expenditure: \$111 - \$180
MFINANC052: Financial: Credit Cards - Average Monthly Expenditure: \$181 - \$225
MFINANC053: Financial: Credit Cards - Average Monthly Expenditure: \$226 - \$450
MFINANC054: Financial: Credit Cards - Average Monthly Expenditure: \$451 - \$700
MFINANC055: Financial: Credit Cards - Average Monthly Expenditure: \$701 - \$1000
MFINANC056: Financial: Credit Cards - Average Monthly Expenditure: \$1001 - \$1500
MFINANC057: Financial: Credit Cards - Average Monthly Expenditure: \$1501 - \$2000
MFINANC058: Financial: Credit Cards - Average Monthly Expenditure: \$2001+

MFINANC059: Financial: Credit Cards - How Often Use For Business Purchases: More than 20
MFINANC060: Financial: Credit Cards - How Often Use For Business Purchases: 11-20 times
MFINANC061: Financial: Credit Cards - How Often Use For Business Purchases: 6-10
MFINANC062: Financial: Credit Cards - How Often Use For Business Purchases: 1-5
MFINANC063: Financial: Credit Cards - How Often Use For Business Purchases: less than one
MFINANC064: Financial: Credit Cards - How Often Use For Personal Purchases: More than 20
MFINANC065: Financial: Credit Cards - How Often Use For Personal Purchases: 11-20 times
MFINANC066: Financial: Credit Cards - How Often Use For Personal Purchases: 6-10
MFINANC067: Financial: Credit Cards - How Often Use For Personal Purchases: 1-5
MFINANC068: Financial: Credit Cards - How Often Use For Personal Purchases: less than one
MFINANC069: Financial: Credit Cards - How Used: Used for business purposes
MFINANC070: Financial: Credit Cards - How Used: Used for personal purposes
MFINANC071: Financial: Credit Cards - Number Owned: 1
MFINANC072: Financial: Credit Cards - Number Owned: 2
MFINANC073: Financial: Credit Cards - Number Owned: 3
MFINANC074: Financial: Credit Cards - Number Owned: 4
MFINANC075: Financial: Credit Cards - Number Owned: 5
MFINANC076: Financial: Credit Cards - Number Owned: 6
MFINANC077: Financial: Credit Cards - Number Owned: 7-9
MFINANC078: Financial: Credit Cards - Number Owned: 10+
MFINANC079: Financial: Credit Cards - Pre-Approved Credit Offer: Accepted
MFINANC080: Financial: Credit Cards - Whether Balance Typically Carried: Never or rarely
MFINANC081: Financial: Credit Cards - Whether Balance Typically Carried: Sometimes
MFINANC082: Financial: Credit Cards - Whether Balance Typically Carried: Usually or always
MFINANC083: Credit/Debit Cards: American Express Green Personally have/Used last 12 months
MFINANC084: Credit/Debit Cards: American Express Gold Personally have/Used last 12 months
MFINANC085: Credit/Debit Cards: American Express Platinum Personally have/Used last 12 months
MFINANC086: Credit/Debit Cards: American Express Blue Personally have/Used last 12 months
MFINANC088: Credit/Debit Cards: Other American Express Personally have/Used last 12 months
MFINANC090: Credit/Debit Cards: Discover Personally have/Used last 12 months
MFINANC091: Credit/Debit Cards: MasterCard Standard Personally have/Used last 12 months
MFINANC092: Credit/Debit Cards: MasterCard Gold Personally have/Used last 12 months
MFINANC093: Credit/Debit Cards: MasterCard Platinum Personally have/Used last 12 months
MFINANC094: Credit/Debit Cards: MasterCard World/World Elite Personally have/Used last 12 months
MFINANC096: Credit/Debit Cards: MasterCard BusinessCard (Small Business) Personally have/Used last 12 months
MFINANC098: Credit/Debit Cards: Visa Gold Personally have/Used last 12 months
MFINANC099: Credit/Debit Cards: Visa Platinum Personally have/Used last 12 months
MFINANC100: Credit/Debit Cards: Visa Signature Personally have/Used last 12 months
MFINANC102: Credit/Debit Cards: Visa Business (Small Business) Personally have/Used last 12 months
MFINANC116: Credit/Debit Cards - Rewards: Cash back Personally have/Used last 12 months
MFINANC117: Credit/Debit Cards - Rewards: Airline miles Personally have/Used last 12 months
MFINANC118: Credit/Debit Cards - Rewards: Hotel or Car Rental awards Personally have/Used last 12 months
MFINANC120: Credit/Debit Cards - Rewards: Charitable contribution Personally have/Used last 12 months
MFINANC122: Credit/Debit Cards - Rewards: Other retail discounts Personally have/Used last 12 months
MFINANC123: Credit/Debit Cards - Rewards: Other Personally have/Used last 12 months
MFINANC124: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Department Store Personally have/Used last 12 months
MFINANC125: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Discount Store Personally have/Used last 12 months
MFINANC126: Credit/Debit Cards - Store Credit Card (Affiliated W/ Major CC): Other Store Personally have/Used last 12 months
MFINANC128: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): JCPenney Personally have/Used last 12 months
MFINANC130: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Macys Personally have/Used last 12 months

MFINANC131: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Nordstrom Personally have/Used last 12 months
MFINANC132: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Sears Personally have/Used last 12 months
MFINANC133: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Target Personally have/Used last 12 months
MFINANC134: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Walmart Personally have/Used last 12 months
MFINANC135: Credit/Debit Cards - Store Credit Card (Not-Affiliated W/ Major CC): Other Personally have/Used last 12 months
MFINANC136: Credit/Debit Cards - Summary Codes: Any Major Credit/Debit Card Personally have/Used last 12 months
MFINANC137: Credit/Debit Cards - Summary Codes: Any Store Credit Card Personally have/Used last 12 months
MFINANC138: Credit/Debit Cards - Summary Codes: Any Credit/Debit Card Personally have/Used last 12 months

Debit Cards

MFINANC139: Financial: Debit Cards - Average Monthly Expenditure: \$35 or less
MFINANC140: Financial: Debit Cards - Average Monthly Expenditure: \$36 - \$55
MFINANC141: Financial: Debit Cards - Average Monthly Expenditure: \$56 - \$90
MFINANC142: Financial: Debit Cards - Average Monthly Expenditure: \$91 - \$110
MFINANC143: Financial: Debit Cards - Average Monthly Expenditure: \$111 - \$180
MFINANC144: Financial: Debit Cards - Average Monthly Expenditure: \$181 - \$225
MFINANC145: Financial: Debit Cards - Average Monthly Expenditure: \$226 - \$450
MFINANC146: Financial: Debit Cards - Average Monthly Expenditure: \$451 - \$700
MFINANC147: Financial: Debit Cards - Average Monthly Expenditure: \$701 - \$1000
MFINANC148: Financial: Debit Cards - Average Monthly Expenditure: \$1001 - \$1500
MFINANC149: Financial: Debit Cards - Average Monthly Expenditure: \$1501 - \$2000
MFINANC150: Financial: Debit Cards - Average Monthly Expenditure: \$2001+
MFINANC151: Financial: Debit Cards - How Often Use For Business Purchases: More than 20
MFINANC152: Financial: Debit Cards - How Often Use For Business Purchases: 11-20 times
MFINANC153: Financial: Debit Cards - How Often Use For Business Purchases: 6-10
MFINANC154: Financial: Debit Cards - How Often Use For Business Purchases: 1-5
MFINANC155: Financial: Debit Cards - How Often Use For Business Purchases: less than one
MFINANC156: Financial: Debit Cards - How Often Use For Personal Purchases: More than 20
MFINANC157: Financial: Debit Cards - How Often Use For Personal Purchases: 11-20 times
MFINANC158: Financial: Debit Cards - How Often Use For Personal Purchases: 6-10
MFINANC159: Financial: Debit Cards - How Often Use For Personal Purchases: 1-5
MFINANC160: Financial: Debit Cards - How Often Use For Personal Purchases: less than one
MFINANC161: Financial: Debit Cards - Number Owned: 1
MFINANC162: Financial: Debit Cards - Number Owned: 2
MFINANC163: Financial: Debit Cards - Number Owned: 3
MFINANC164: Financial: Debit Cards - Number Owned: 4
MFINANC165: Financial: Debit Cards - Number Owned: 5
MFINANC166: Financial: Debit Cards - Number Owned: 6
MFINANC167: Financial: Debit Cards - Number Owned: 7-9
MFINANC168: Financial: Debit Cards - Number Owned: 10+
MFINANC387: Financial: Digital Payment Services - Used Last 30 Days: Apple Pay

Investment Activity

MFINANC389: Podcasts: Total Users: Listened/Last 30 Days: Total Category
MFINANC388: Financial: Digital Payment Services - Used Last 30 Days: Google Pay
MFINANC390: Financial: Digital Payment Services - Used Last 30 Days: MasterPass by MasterCard
MFINANC391: Financial: Digital Payment Services - Used Last 30 Days: PayPal
MFINANC392: Financial: Digital Payment Services - Used Last 30 Days: Samsung Pay
MFINANC393: Financial: Digital Payment Services - Used Last 30 Days: Venmo
MFINANC394: Financial: Digital Payment Services - Used Last 30 Days: Visa Checkout
MFINANC395: Financial: Digital Payment Services - Used Last 30 Days: Zelle
MFINANC396: Financial: Digital Payment Services - Used Last 30 Days: Other digital payment service
MFINANC170: Financial: Investment Activity: Stock rating service
MFINANC171: Financial: Investment Activity: Financial Planner/Certified Financial Planner (CFP)
MFINANC172: Financial: Investment Activity: Personal Money Manager
MFINANC173: Financial: Investment Activity: Financial Advisor/Broker
MFINANC174: Financial: Investment Activity: Newspaper/Magazine

MFANANC175: Financial: Investment Activity: TV or Radio show
MFANANC176: Financial: Investment Activity: Internet site
MFANANC177: Financial: Investment Activity: Friends/Family
MFANANC178: Financial: Investment Activity: Other Source
MFANANC179: Investment Activity - Broker Contacts: Advice or price quotes Discount brokerage firm
MFANANC180: Investment Activity - Broker Contacts: Advice or price quotes Full service brokerage firm
MFANANC181: Investment Activity - Broker Contacts: Advice or price quotes Online brokerage firm
MFANANC182: Investment Activity - Broker Contacts: Bought or sold bonds Discount brokerage firm
MFANANC183: Investment Activity - Broker Contacts: Bought or sold bonds Full service brokerage firm
MFANANC184: Investment Activity - Broker Contacts: Bought or sold bonds Online brokerage firm
MFANANC185: Investment Activity - Broker Contacts: Bought or sold stocks Discount brokerage firm
MFANANC186: Investment Activity - Broker Contacts: Bought or sold stocks Full service brokerage firm
MFANANC187: Investment Activity - Broker Contacts: Bought or sold stocks Online brokerage firm
MFANANC188: Investment Activity - Broker Contacts: Bought or sold mutual funds Discount brokerage firm
MFANANC189: Investment Activity - Broker Contacts: Bought or sold mutual funds Full service brokerage firm
MFANANC190: Investment Activity - Broker Contacts: Bought or sold mutual funds Online brokerage firm
MFANANC193: Financial: Investment Activity - Brokerage Firms Used: Charles Schwab
MFANANC195: Financial: Investment Activity - Brokerage Firms Used: Edward Jones
MFANANC196: Financial: Investment Activity - Brokerage Firms Used: E*Trade
MFANANC197: Financial: Investment Activity - Brokerage Firms Used: Fidelity
MFANANC198: Financial: Investment Activity - Brokerage Firms Used: Merrill Edge
MFANANC199: Financial: Investment Activity - Brokerage Firms Used: Merrill Lynch
MFANANC200: Financial: Investment Activity - Brokerage Firms Used: Morgan Stanley
MFANANC202: Financial: Investment Activity - Brokerage Firms Used: T.Rowe Price
MFANANC203: Financial: Investment Activity - Brokerage Firms Used: TD Ameritrade
MFANANC204: Financial: Investment Activity - Brokerage Firms Used: TIAA
MFANANC205: Financial: Investment Activity - Brokerage Firms Used: UBS
MFANANC206: Financial: Investment Activity - Brokerage Firms Used: USAA
MFANANC207: Financial: Investment Activity - Brokerage Firms Used: Vanguard
MFANANC208: Financial: Investment Activity - Brokerage Firms Used: Wells Fargo Advisors
MFANANC209: Financial: Investment Activity - Brokerage Firms Used: Other full service firm
MFANANC210: Financial: Investment Activity - Brokerage Firms Used: Other discount brokerage firm
MFANANC211: Financial: Investment Activity - Brokerage Firms Used: Other online brokerage firm
MFANANC212: Financial: Investment Activity - Brokerage Firms Used: Other Bank
MFANANC213: Financial: Investment Activity - Brokerage Firms Used: Other
MFANANC214: Financial: Investment Activity - Number Of Investment Transactions: None
MFANANC215: Financial: Investment Activity - Number Of Investment Transactions: 1-2
MFANANC216: Financial: Investment Activity - Number Of Investment Transactions: 3-9
MFANANC217: Financial: Investment Activity - Number Of Investment Transactions: 10-19
MFANANC218: Financial: Investment Activity - Number Of Investment Transactions: 20-49
MFANANC219: Financial: Investment Activity - Number Of Investment Transactions: 50+

Loans and Mortgages

MFANANC220: Loans And Mortgages: Home Mortgage (1st) Have Personally or Jointly or Acquired in Last 12 Months
MFANANC221: Loans And Mortgages: 2nd Mortgage (Home Equity Loan) Have Personally or Jointly or Acquired in Last 12 Months
MFANANC222: Loans And Mortgages: Mortgage Refinance/Consolidation Loan Have Personally or Jointly or Acquired in Last 12 Months
MFANANC223: Loans And Mortgages: Auto Loan Have Personally or Jointly or Acquired in Last 12 Months
MFANANC224: Loans And Mortgages: Personal Loan for Education (Student Loan) Have Personally or Jointly or Acquired in Last 12 Months
MFANANC225: Loans And Mortgages: Personal Loan not for Education Have Personally or Jointly or Acquired in Last 12 Months
MFANANC226: Loans And Mortgages: Personal Line of Credit Have Personally or Jointly or Acquired in Last 12 Months
MFANANC227: Loans And Mortgages: Home Equity Line of Credit Have Personally or Jointly or Acquired in Last 12 Months

MFANANC228: Loans And Mortgages: Loan from 401(k) or 403(b) Have Personally or Jointly or Acquired in Last 12 Months
MFANANC229: Loans And Mortgages: Small Business Loan Have Personally or Jointly or Acquired in Last 12 Months
MFANANC230: Loans And Mortgages: Title Loan Have Personally or Jointly or Acquired in Last 12 Months
MFANANC231: Financial: Loans And Mortgages - Use Cash-Advance Company: Yes

Mutual Funds

MFANANC232: Mutual Funds: American Century Own or Acquired or added to in last 12 months
MFANANC233: Mutual Funds: American Funds Own or Acquired or added to in last 12 months
MFANANC234: Mutual Funds: Charles Schwab/Schwab Own or Acquired or added to in last 12 months
MFANANC237: Mutual Funds: Fidelity Investments Own or Acquired or added to in last 12 months
MFANANC238: Mutual Funds: Franklin Templeton Own or Acquired or added to in last 12 months
MFANANC239: Mutual Funds: Hartford Funds Own or Acquired or added to in last 12 months
MFANANC240: Mutual Funds: Invesco Own or Acquired or added to in last 12 months
MFANANC241: Mutual Funds: Janus Henderson Own or Acquired or added to in last 12 months
MFANANC242: Mutual Funds: Lord Abbett Own or Acquired or added to in last 12 months
MFANANC243: Mutual Funds: Merrill Lynch Own or Acquired or added to in last 12 months
MFANANC244: Mutual Funds: Morgan Stanley Own or Acquired or added to in last 12 months
MFANANC245: Mutual Funds: Oppenheimer Own or Acquired or added to in last 12 months
MFANANC246: Mutual Funds: Prudential Investments Own or Acquired or added to in last 12 months
MFANANC247: Mutual Funds: Putnam Own or Acquired or added to in last 12 months
MFANANC248: Mutual Funds: TIAA Own or Acquired or added to in last 12 months
MFANANC249: Mutual Funds: T.Rowe Price Own or Acquired or added to in last 12 months
MFANANC251: Mutual Funds: USAA Own or Acquired or added to in last 12 months
MFANANC252: Mutual Funds: Vanguard Own or Acquired or added to in last 12 months
MFANANC253: Mutual Funds: Voya Own or Acquired or added to in last 12 months
MFANANC254: Mutual Funds: Other Own or Acquired or added to in last 12 months
MFANANC255: Mutual Funds: Any Own or Acquired or added to in last 12 months
MFANANC256: Mutual Funds: American Century Own
MFANANC257: Mutual Funds: American Century Acquired or added to in last 12 months
MFANANC258: Mutual Funds: American Funds Own
MFANANC259: Mutual Funds: American Funds Acquired or added to in last 12 months
MFANANC260: Mutual Funds: Charles Schwab/Schwab Own
MFANANC261: Mutual Funds: Charles Schwab/Schwab Acquired or added to in last 12 months
MFANANC266: Mutual Funds: Fidelity Investments Own
MFANANC267: Mutual Funds: Fidelity Investments Acquired or added to in last 12 months
MFANANC268: Mutual Funds: Franklin Templeton Own
MFANANC269: Mutual Funds: Franklin Templeton Acquired or added to in last 12 months
MFANANC270: Mutual Funds: Hartford Funds Own
MFANANC271: Mutual Funds: Hartford Funds Acquired or added to in last 12 months
MFANANC272: Mutual Funds: Invesco Own
MFANANC273: Mutual Funds: Invesco Acquired or added to in last 12 months
MFANANC274: Mutual Funds: Janus Henderson Own
MFANANC275: Mutual Funds: Janus Henderson Acquired or added to in last 12 months
MFANANC276: Mutual Funds: Lord Abbett Own
MFANANC277: Mutual Funds: Lord Abbett Acquired or added to in last 12 months
MFANANC278: Mutual Funds: Merrill Lynch Own
MFANANC279: Mutual Funds: Merrill Lynch Acquired or added to in last 12 months
MFANANC280: Mutual Funds: Morgan Stanley Own
MFANANC281: Mutual Funds: Morgan Stanley Acquired or added to in last 12 months
MFANANC282: Mutual Funds: Oppenheimer Own
MFANANC283: Mutual Funds: Oppenheimer Acquired or added to in last 12 months
MFANANC284: Mutual Funds: Prudential Investments Own
MFANANC285: Mutual Funds: Prudential Investments Acquired or added to in last 12 months
MFANANC286: Mutual Funds: Putnam Own
MFANANC287: Mutual Funds: Putnam Acquired or added to in last 12 months
MFANANC288: Mutual Funds: TIAA Own
MFANANC289: Mutual Funds: TIAA Acquired or added to in last 12 months
MFANANC290: Mutual Funds: T.Rowe Price Own
MFANANC291: Mutual Funds: T.Rowe Price Acquired or added to in last 12 months
MFANANC294: Mutual Funds: USAA Own

MFINANC295: Mutual Funds: USAA Acquired or added to in last 12 months
MFINANC296: Mutual Funds: Vanguard Own
MFINANC297: Mutual Funds: Vanguard Acquired or added to in last 12 months
MFINANC298: Mutual Funds: Voya Own
MFINANC299: Mutual Funds: Voya Acquired or added to in last 12 months
MFINANC300: Mutual Funds: Other Own
MFINANC301: Mutual Funds: Other Acquired or added to in last 12 months
MFINANC302: Mutual Funds: Any Own
MFINANC303: Mutual Funds: Any Acquired or added to in last 12 months

Real Estate

MFINANC304: Real Estate: Vacation/Weekend home Household owns or Acquired in Last 12 Months
MFINANC305: Real Estate: Farm Household owns or Acquired in Last 12 Months
MFINANC306: Real Estate: Retirement real estate Household owns or Acquired in Last 12 Months
MFINANC307: Real Estate: Investment real estate Household owns or Acquired in Last 12 Months
MFINANC308: Real Estate: Any of the above real estate Household owns or Acquired in Last 12 Months
MFINANC309: Financial: Real Estate - Do You Or Anyone In Your Household Own A Time Share: Yes
MFINANC310: Financial: Real Estate - How/When Home Built: Custom built
MFINANC311: Financial: Real Estate - How/When Home Built: Already built when Bought
MFINANC312: Financial: Real Estate - How/When Home Built: Constructed in last 12 months
MFINANC313: Real Estate - Number Owned: Number owned: Vacation/Weekend Home 1+
MFINANC314: Real Estate - Number Owned: Number owned: Farm 1+
MFINANC315: Real Estate - Number Owned: Number owned: Retirement real estate 1+
MFINANC316: Real Estate - Number Owned: Number owned: Investment real estate 1+
MFINANC317: Financial: Real Estate - Used Real Estate Agent: Sell a property
MFINANC318: Financial: Real Estate - Used Real Estate Agent: Buy a property
MFINANC319: Financial: Real Estate - Used Real Estate Agent: Other
MFINANC320: Financial: Real Estate - Used Real Estate Agent: Used a real estate agent
MFINANC398: Financial: Real Estate - Which Agent Used: Berkshire Hathaway HomeServices
MFINANC321: Financial: Real Estate - Which Agent Used: Century 21
MFINANC322: Financial: Real Estate - Which Agent Used: Coldwell Banker
MFINANC323: Financial: Real Estate - Which Agent Used: Keller Williams
MFINANC325: Financial: Real Estate - Which Agent Used: Re/Max
MFINANC326: Financial: Real Estate - Which Agent Used: Other
MFINANC327: Financial: Real Estate (Flipped) A Property For Investment: Yes

Retirement and College Savings Plans

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

Securities

MFINANC336: Securities - Personally Own: U.S. Savings Bonds Any
MFINANC337: Securities - Personally Own: U.S. Treasury Notes Any
MFINANC338: Securities - Personally Own: Other U.S. Government Bonds Any
MFINANC339: Securities - Personally Own: Common or Preferred Stock in company you work for Any
MFINANC340: Securities - Personally Own: Common Stock in any other company Any
MFINANC341: Securities - Personally Own: Preferred Stock in any other company Any
MFINANC342: Securities - Personally Own: Privately held shares of companies or partnerships Any
MFINANC343: Securities - Personally Own: City/Municipal or state bonds Any
MFINANC344: Securities - Personally Own: Corporate bonds or debentures Any
MFINANC345: Securities - Personally Own: Money market funds Any
MFINANC346: Securities - Personally Own: Mutual Funds (Bonds) Any
MFINANC347: Securities - Personally Own: Mutual Funds (Stocks) Any
MFINANC348: Securities - Personally Own: Tax Exempt funds Any
MFINANC349: Securities - Personally Own: Exchange Traded Funds (ETFs) Any

MFINANC350: Securities - Personally Own: Annuities Any
MFINANC351: Securities - Personally Own: Savings Certificates Any
MFINANC352: Securities - Personally Own: Insured Money Market Accounts (bank) Any
MFINANC353: Securities - Personally Own: CD (Certificate(s) of Deposit) - 6 months or less Any
MFINANC354: Securities - Personally Own: CD (Certificate(s) of Deposit) - more than 6 mos. Any
MFINANC355: Securities - Personally Own: Investments in gold precious metals or gems Any
MFINANC356: Securities - Personally Own: Investment collections of antiques books stamps etc. Any
MFINANC357: Securities - Personally Own: Other investments (commodities/puts/calls/etc.) Any
MFINANC358: Securities - Personally Own: Total - above Securities Any
MFINANC031: Securities - Summary Codes: Total - Any stock Own or Acquired or added to in last 12 months
MFINANC169: Securities - Summary Codes: Total - Any other market instrument Own or Acquired or added to in last 12 months
MFINANC236: Securities - Summary Codes: Total - Any Investments Own or Acquired or added to in last 12 months
MFINANC359: Securities - Summary Codes: Total - Any stock Own
MFINANC250: Securities - Summary Codes: Total - Any stock Acquired or added to in last 12 months
MFINANC360: Securities - Summary Codes: Total - Any other market instrument Own
MFINANC400: Securities - Summary Codes: Total - Any other market instrument Acquired or added to in last 12 months
MFINANC361: Securities - Summary Codes: Total - Any Investments Own
MFINANC404: Securities - Summary Codes: Total - Any Investments Acquired or added to in last 12 months

Tax Preparation

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

Health and Beauty

Health and Beauty Products

MHLBTY400: Personal Appliances: Blood glucose monitor Bought in last 12 months
MHLBTY403: Personal Appliances: Electronic ear thermometer Bought in last 12 months
MHLBTY404: Personal Appliances: Hand-held massagers Bought in last 12 months
MHLBTY405: Personal Appliances: Hearing aids Bought in last 12 months
MHLBTY406: Personal Appliances: Home blood pressure monitor Bought in last 12 months
MHLBTY407: Personal Appliances: Lighted make-up mirror Bought in last 12 months
MHLBTY409: Personal Appliances: Oral irrigation device Bought in last 12 months
MHLBTY411: Home: Personal Appliances - Any: Own
MHLBTY412: Home: Personal Appliances - Any: Bought in last 12 months
MHLBTY001: Adhesive & Liquid Bandages: Total Users: Used in last 6 months: Total Category
MHLBTY002: Aftershave Lotion & Cologne For Men: Total Users: Used in last 6 months: Total Category
MHLBTY073: Athletes Foot/Medicated Foot Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY074: Bath/Shower Additives (Women): Total Users: Used in last 6 months: Total Category
MHLBTY075: Bleach And Depilatories: Total Users: Used in last 6 months: Total Category
MHLBTY076: Blusher (Women): Total Users: Used in last 6 months: Total Category
MHLBTY077: Body Powder: Total Users: Used in last 6 months: Total Category
MHLBTY078: Body Wash/Shower Gel: Total Users: Used in last 6 months: Total Category
MHLBTY079: Bronzer (Women): Total Users: Used in last 6 months: Total Category
MHLBTY080: Cold Sores/Fever Blisters: Total Users: Used in last 6 months: Total Category
MHLBTY081: Cold Sinus And Allergy Remedies (Nonprescr.): Total Users: Used in last 6 months: Total Category
MHLBTY082: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$1 - \$49
MHLBTY083: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$50 - \$99
MHLBTY084: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$100 - \$249
MHLBTY085: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Gift: \$250 or more
MHLBTY086: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$1 - \$49
MHLBTY087: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$50 - \$99
MHLBTY088: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$100 - \$249
MHLBTY089: Health & Beauty Aids: Cologne For Men - Amount Spent In Total For Self: \$250 or more
MHLBTY090: Complexion Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY091: Health & Beauty Aids: Contact Lens Brands - Used: Acuvue
MHLBTY092: Health & Beauty Aids: Contact Lens Brands - Used: Air Optix
MHLBTY093: Health & Beauty Aids: Contact Lens Brands - Used: Bausch + Lomb
MHLBTY094: Health & Beauty Aids: Contact Lens Brands - Used: Biofinity
MHLBTY095: Health & Beauty Aids: Contact Lens Brands - Used: Dailies
MHLBTY096: Health & Beauty Aids: Contact Lens Brands - Used: Other
MHLBTY097: Contact Lens Cleaning/Wetting Solutions: Total Users: Used in last 6 months: Total Category
MHLBTY098: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: Under \$50
MHLBTY099: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$50 - \$74
MHLBTY100: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$75 - \$99
MHLBTY101: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$100 - \$124
MHLBTY102: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$125 - \$149
MHLBTY103: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$150 - \$199
MHLBTY104: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$200 - \$299
MHLBTY105: Health & Beauty Aids: Contact Lenses - Amount Spent In Total: \$300+
MHLBTY107: Health & Beauty Aids: Contraception - Used (Women): Depo-Provera
MHLBTY108: Health & Beauty Aids: Contraception - Used (Women): Loestrin
MHLBTY109: Health & Beauty Aids: Contraception - Used (Women): Mirena
MHLBTY110: Health & Beauty Aids: Contraception - Used (Women): Nexplanon
MHLBTY111: Health & Beauty Aids: Contraception - Used (Women): NuvaRing
MHLBTY112: Health & Beauty Aids: Contraception - Used (Women): Ortho Tri-cyclen
MHLBTY113: Health & Beauty Aids: Contraception - Used (Women): Ortho Tri-cyclen Lo
MHLBTY114: Health & Beauty Aids: Contraception - Used (Women): Plan B One-Step
MHLBTY115: Health & Beauty Aids: Contraception - Used (Women): Yaz
MHLBTY116: Health & Beauty Aids: Contraception - Used (Women): IUD
MHLBTY118: Health & Beauty Aids: Contraception - Used (Women): Other

MHLBTY119: Cough Syrup/Suppressant (Nonprescription): Total Users: Used in last 6 months: Total Category
MHLBTY120: Dental Floss: Total Users: Used in last 6 months: Total Category
MHLBTY121: Denture Adhesives & Fixatives: Total Users: Used in last 6 months: Total Category
MHLBTY122: Denture Cleaners: Total Users: Used in last 6 months: Total Category
MHLBTY123: Health & Beauty Aids: Dentures: Wear dentures
MHLBTY124: Deodorants And Antiperspirants: Total Users: Used in last 6 months: Total Category
MHLBTY413: Disposable Razors: Total Users: Used in last 6 months: Total Category
MHLBTY165: Electric Shavers: Total Users: Used in last 6 months: Total Category
MHLBTY166: Eye Liner (Women): Total Users: Used in last 6 months: Total Category
MHLBTY167: Eye Shadow (Women): Total Users: Used in last 6 months: Total Category
MHLBTY168: Eye Wash And Drops: Total Users: Used in last 6 months: Total Category
MHLBTY178: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Prescription Eyeglasses (sun tinted regular)
MHLBTY179: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Bi-focal/Multi-focal/Progressive
MHLBTY180: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Eyeglasses (Nonprescription)
MHLBTY185: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Sunglasses (Nonprescription)
MHLBTY181: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Contact Lenses (Hard)
MHLBTY182: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Personally Wear: Contact Lenses (soft)
MHLBTY187: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Discount Store Optical Center
MHLBTY188: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Private Ophthalmologist Optician or Optometrist
MHLBTY189: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Retail Optical Chain
MHLBTY190: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Internet/online
MHLBTY191: Health & Beauty Aids: Eyeglasses Contact Lenses & Sunglasses - Where Bought: Other
MHLBTY192: Facial Moisturizers: Total Users: Used in last 6 months: Total Category
MHLBTY193: Feminine Hygiene Deodorant/Cleansing Products (Women): Total Users: Used in last 6 months: Total Category
MHLBTY195: Feminine Medicated Products (Women): Total Users: Used in last 6 months: Total Category
MHLBTY196: Foundation Make-Up (Women): Total Users: Used in last 6 months: Total Category
MHLBTY197: Health & Beauty Aids: Hair Care Products (Women) - Used: Any
MHLBTY198: Health & Beauty Aids: Hair Care Products (Women) - Used: Blow Dryer
MHLBTY199: Health & Beauty Aids: Hair Care Products (Women) - Used: Brushes
MHLBTY200: Health & Beauty Aids: Hair Care Products (Women) - Used: Diffuser
MHLBTY201: Health & Beauty Aids: Hair Care Products (Women) - Used: Electric Curlers
MHLBTY202: Health & Beauty Aids: Hair Care Products (Women) - Used: Electric Curling Iron/Brush
MHLBTY203: Health & Beauty Aids: Hair Care Products (Women) - Used: Hair Rollers
MHLBTY204: Health & Beauty Aids: Hair Care Products (Women) - Used: Straightening Iron
MHLBTY205: Hair Coloring Products (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY206: Hair Conditioners (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY207: Hair Conditioning Treatment (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY208: Hair Growth Products: Total Users: Used in last 6 months: Total Category
MHLBTY209: Hair Sprays (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY210: Hair Styling Products (Gels Lotions Mousse Etc.): Total Users: Used in last 6 months: Total Category
MHLBTY212: Hand & Body Cream Lotion Or Oil: Total Users: Used in last 6 months: Total Category
MHLBTY213: Headache Remedies And Pain Relievers (Nonprescr.): Total Users: Used in last 6 months: Total Category
MHLBTY214: Health & Beauty Aids Expenditures: Less than \$100 For Men
MHLBTY215: Health & Beauty Aids Expenditures: Less than \$100 For Women
MHLBTY216: Health & Beauty Aids Expenditures: \$100 - \$299 For Men
MHLBTY217: Health & Beauty Aids Expenditures: \$100 - \$299 For Women
MHLBTY218: Health & Beauty Aids Expenditures: \$300 - \$499 For Men
MHLBTY219: Health & Beauty Aids Expenditures: \$300 - \$499 For Women
MHLBTY220: Health & Beauty Aids Expenditures: \$500+ For Men
MHLBTY221: Health & Beauty Aids Expenditures: \$500+ For Women
MHLBTY222: Health & Beauty Aids: Healthcare Advertising Actions Taken: Bought a non-prescription product

MHLBTY223: Health & Beauty Aids: Healthcare Advertising Actions Taken: Refilled a prescription
MHLBTY224: Health & Beauty Aids: Healthcare Advertising Actions Taken: Made an appointment to see a doctor
MHLBTY225: Health & Beauty Aids: Healthcare Advertising Actions Taken: Discussed an ad with your doctor
MHLBTY226: Health & Beauty Aids: Healthcare Advertising Actions Taken: Discussed an ad with a friend or relative
MHLBTY227: Health & Beauty Aids: Healthcare Advertising Actions Taken: Asked your doctor to prescribe a specific drug
MHLBTY228: Health & Beauty Aids: Healthcare Advertising Actions Taken: Consulted a pharmacist
MHLBTY229: Health & Beauty Aids: Healthcare Advertising Actions Taken: Visited a product or drug website
MHLBTY230: Health & Beauty Aids: Healthcare Advertising Actions Taken: Visited another website
MHLBTY231: Health & Beauty Aids: Healthcare Advertising Actions Taken: Requested a free sample
MHLBTY232: Health & Beauty Aids: Healthcare Advertising Actions Taken: Called a toll-free number for info
MHLBTY233: Health & Beauty Aids: Healthcare Advertising Actions Taken: Other
MHLBTY234: Heartburn Indigestion Gas & Diarrhea Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY235: Hemorrhoid Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY236: Home Permanents And Relaxers (Women): Total Users: Used in last 6 months: Total Category
MHLBTY237: Incontinence Products: Any Used or Bought
MHLBTY2379: Incontinence Products: Always Discreet Used or Bought
MHLBTY238: Incontinence Products: Depend Used or Bought
MHLBTY239: Incontinence Products: Poise Used or Bought
MHLBTY240: Incontinence Products: Tena Used or Bought
MHLBTY241: Incontinence Products: Other Used or Bought
MHLBTY242: In-Home Pregnancy Test/Ovulation Test (Women): Total Users: Used in last 12 months: Total Category
MHLBTY243: Laxatives/Fiber Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY244: Lip Care: Total Users: Used in last 6 months: Total Category
MHLBTY245: Lipstick & Lip Gloss (Women): Total Users: Used in last 6 months: Total Category
MHLBTY246: Loose Or Pressed Face Powder (Women): Total Users: Used in last 6 months: Total Category
MHLBTY247: Mascara (Women): Total Users: Used in last 6 months: Total Category
MHLBTY248: Meal/Dietary/Weight Loss Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY249: Medicated Skin Ointments Creams Lotions & Sprays: Total Users: Used in last 6 months: Total Category
MHLBTY250: Mouthwash/Dental Rinse: Total Users: Used in last 6 months: Total Category
MHLBTY251: Nail Care Products & Polish (Women): Total Users: Used in last 6 months: Total Category
MHLBTY252: Nail Polish Remover (Women): Total Users: Used in last 6 months: Total Category
MHLBTY253: Nasal Sprays (Non-Medicated): Total Users: Used in last 6 months: Total Category
MHLBTY106: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Any
MHLBTY117: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual cup
MHLBTY144: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual underwear
MHLBTY164: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Reusable pads
MHLBTY194: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Menstrual sponge
MHLBTY276: Health & Beauty Aids: Other Feminine Sanitary Products (Women) - Used: Other
MHLBTY254: Pain Relieving Rubs Liquids & Patches (Nonprescription): Total Users: Used in last 6 months: Total Category
MHLBTY255: Pantieliners (Women): Total Users: Used in last 6 months: Total Category
MHLBTY256: Perfume And Cologne For Women: Total Users: Used in last 6 months: Total Category
MHLBTY257: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$1 - \$49
MHLBTY258: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$50 - \$99
MHLBTY259: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$100 - \$249
MHLBTY260: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Gift: \$250 or more

MHLBTY261: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$1 - \$49
MHLBTY262: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$50 - \$99
MHLBTY263: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$100 - \$249
MHLBTY264: Health & Beauty Aids: Perfume/Cologne For Women - Amount Spent In Total For Self: \$250 or more
MHLBTY265: Personal Care Soaps - Bar: Total Users: Used in last 6 months: Total Category
MHLBTY266: Personal Foot Care Products: Total Users: Used in last 6 months: Total Category
MHLBTY267: Pre-Menstrual Or Period Pain Remedies (Women): Total Users: Used in last 6 months: Total Category
MHLBTY355: Razor Blades: Total Users: Used in last 6 months: Total Category
MHLBTY356: Sanitary Napkins (Women): Total Users: Used in last 6 months: Total Category
MHLBTY357: Shampoo (For Use At Home): Total Users: Used in last 6 months: Total Category
MHLBTY358: Shaving Creams Or Gels: Total Users: Used in last 6 months: Total Category
MHLBTY359: Sleeping Aids & Snore Relief: Total Users: Used in last 6 months: Total Category
MHLBTY360: Sore Throat Remedies & Cough Drops: Total Users: Used in last 6 months: Total Category
MHLBTY361: Health & Beauty Aids: Sunglasses - Amount Spent In Total: Under \$10
MHLBTY362: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$10
MHLBTY363: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$11 - \$19
MHLBTY364: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$20 - \$29
MHLBTY365: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$30 - \$99
MHLBTY366: Health & Beauty Aids: Sunglasses - Amount Spent In Total: \$100+
MHLBTY367: Tampons (Women): Total Users: Used in last 6 months: Total Category
MHLBTY368: Tooth Whiteners (Not Toothpaste): Total Users: Used in last 6 months: Total Category
MHLBTY369: Toothache Gum & Canker Sore Remedies: Total Users: Used in last 6 months: Total Category
MHLBTY370: Toothbrushes: Total Users: Bought in Last 6 Months: Total Category
MHLBTY371: Toothpaste: Total Users: Used in last 6 months: Total Category
MHLBTY372: Vitamin And Dietary Supplements: Total Users: Used in last 6 months: Total Category
MHLBTY373: Wart Removers: Total Users: Used in last 6 months: Total Category

Ailments and Remedies

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

MHLBTY034: Ailments/Remedies: Hepatitis Have/Had
MHLBTY035: Ailments/Remedies: High Cholesterol Have/Had
MHLBTY036: Ailments/Remedies: Hypertension/High Blood Pressure Have/Had
MHLBTY037: Ailments/Remedies: Insomnia Have/Had
MHLBTY038: Ailments/Remedies: Irritable Bowel Syndrome (IBS) Have/Had
MHLBTY039: Ailments/Remedies: Kidney Ailments Have/Had
MHLBTY040: Ailments/Remedies: Macular Degeneration Have/Had
MHLBTY041: Ailments/Remedies: Menopause/Hormone Replacement (women only) Have/Had
MHLBTY042: Ailments/Remedies: Migraine Headaches Have/Had
MHLBTY043: Ailments/Remedies: Multiple Sclerosis (MS) Have/Had
MHLBTY044: Ailments/Remedies: Muscle Strain/Sprain Have/Had
MHLBTY045: Ailments/Remedies: Nail Fungus Have/Had
MHLBTY046: Ailments/Remedies: Obesity/Overweight Have/Had
MHLBTY047: Ailments/Remedies: Osteoporosis Have/Had
MHLBTY048: Ailments/Remedies: Overactive Bladder Have/Had
MHLBTY049: Ailments/Remedies: Prostate Disease (men only) Have/Had
MHLBTY050: Ailments/Remedies: Psoriasis Have/Had
MHLBTY051: Ailments/Remedies: Restless Legs Syndrome Have/Had
MHLBTY052: Ailments/Remedies: Rosacea or Skin Disease Have/Had
MHLBTY053: Ailments/Remedies: Sinus Congestion/Headache Have/Had
MHLBTY054: Ailments/Remedies: Sleep Apnea Have/Had
MHLBTY055: Ailments/Remedies: Snoring Have/Had
MHLBTY056: Ailments/Remedies: Urinary Tract Infection (UTI) Have/Had
MHLBTY057: Ailments/Remedies: Wrinkles Have/Had
MHLBTY058: Ailments/Remedies: Yeast Infection (women only) Have/Had
MHLBTY059: Ailments/Remedies: Any Have/Had
MHLBTY060: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Television Advertisement
MHLBTY061: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Magazine Advertisement
MHLBTY062: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Other Advertisement
MHLBTY063: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Doctor or Healthcare professional
MHLBTY064: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Friends/Family
MHLBTY065: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pamphlets/Brochures
MHLBTY066: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Patient support group
MHLBTY067: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pharmacist
MHLBTY068: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Pharmaceutical company
MHLBTY069: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Medical journals
MHLBTY071: Health & Beauty Aids: Ailments/Remedies - How Obtained Info About Ailment/Prescription Drug: Other Online/internet site
MHLBTY268: Health & Beauty Aids: Prescription Brands - Used: Abilify
MHLBTY271: Health & Beauty Aids: Prescription Brands - Used: Actos
MHLBTY272: Health & Beauty Aids: Prescription Brands - Used: Adderall
MHLBTY273: Health & Beauty Aids: Prescription Brands - Used: Advair
MHLBTY274: Health & Beauty Aids: Prescription Brands - Used: Ambien/Ambien CR
MHLBTY278: Health & Beauty Aids: Prescription Brands - Used: Botox
MHLBTY279: Health & Beauty Aids: Prescription Brands - Used: Celebrex
MHLBTY280: Health & Beauty Aids: Prescription Brands - Used: Cialis (men only)
MHLBTY281: Health & Beauty Aids: Prescription Brands - Used: Clarinex
MHLBTY282: Health & Beauty Aids: Prescription Brands - Used: Coreg
MHLBTY283: Health & Beauty Aids: Prescription Brands - Used: Crestor
MHLBTY284: Health & Beauty Aids: Prescription Brands - Used: Cymbalta
MHLBTY285: Health & Beauty Aids: Prescription Brands - Used: Diflucan
MHLBTY286: Health & Beauty Aids: Prescription Brands - Used: Diovan/Diovan HCT
MHLBTY287: Health & Beauty Aids: Prescription Brands - Used: Dulera
MHLBTY288: Health & Beauty Aids: Prescription Brands - Used: Effexor/Effexor XR
MHLBTY289: Health & Beauty Aids: Prescription Brands - Used: Eliquis
MHLBTY290: Health & Beauty Aids: Prescription Brands - Used: Enbrel
MHLBTY382: Health & Beauty Aids: Prescription Brands - Used: EpiPen
MHLBTY383: Health & Beauty Aids: Prescription Brands - Used: Farxiga
MHLBTY292: Health & Beauty Aids: Prescription Brands - Used: Flomax (men only)
MHLBTY293: Health & Beauty Aids: Prescription Brands - Used: Flovent
MHLBTY294: Health & Beauty Aids: Prescription Brands - Used: Fosamax (women only)
MHLBTY295: Health & Beauty Aids: Prescription Brands - Used: Glucophage/Glucophage XR
MHLBTY296: Health & Beauty Aids: Prescription Brands - Used: Humira
MHLBTY297: Health & Beauty Aids: Prescription Brands - Used: Imitrex
MHLBTY384: Health & Beauty Aids: Prescription Brands - Used: Invokana
MHLBTY298: Health & Beauty Aids: Prescription Brands - Used: Januvia
MHLBTY299: Health & Beauty Aids: Prescription Brands - Used: Juvederm

MHLBTY300: Health & Beauty Aids: Prescription Brands - Used: Lamisil
MHLBTY386: Health & Beauty Aids: Prescription Brands - Used: Latuda
MHLBTY301: Health & Beauty Aids: Prescription Brands - Used: Lexapro
MHLBTY387: Health & Beauty Aids: Prescription Brands - Used: Linzess
MHLBTY302: Health & Beauty Aids: Prescription Brands - Used: Lipitor
MHLBTY303: Health & Beauty Aids: Prescription Brands - Used: Lovaza
MHLBTY304: Health & Beauty Aids: Prescription Brands - Used: Lyrica
MHLBTY388: Health & Beauty Aids: Prescription Brands - Used: Medical marijuana
MHLBTY305: Health & Beauty Aids: Prescription Brands - Used: Nasonex
MHLBTY306: Health & Beauty Aids: Prescription Brands - Used: Nexium
MHLBTY307: Health & Beauty Aids: Prescription Brands - Used: Norvasc
MHLBTY308: Health & Beauty Aids: Prescription Brands - Used: Ortho Tri-cyclen (women only)
MHLBTY309: Health & Beauty Aids: Prescription Brands - Used: Paxil/Paxil CR
MHLBTY310: Health & Beauty Aids: Prescription Brands - Used: Plavix
MHLBTY312: Health & Beauty Aids: Prescription Brands - Used: Pravachol
MHLBTY392: Health & Beauty Aids: Prescription Brands - Used: Premarin (women only)
MHLBTY313: Health & Beauty Aids: Prescription Brands - Used: Prevacid
MHLBTY314: Health & Beauty Aids: Prescription Brands - Used: Pristiq
MHLBTY315: Health & Beauty Aids: Prescription Brands - Used: Prolia (women only)
MHLBTY316: Health & Beauty Aids: Prescription Brands - Used: Protonix
MHLBTY317: Health & Beauty Aids: Prescription Brands - Used: Prozac
MHLBTY318: Health & Beauty Aids: Prescription Brands - Used: Restasis
MHLBTY319: Health & Beauty Aids: Prescription Brands - Used: Serquel
MHLBTY320: Health & Beauty Aids: Prescription Brands - Used: Singulair
MHLBTY321: Health & Beauty Aids: Prescription Brands - Used: Spiriva
MHLBTY323: Health & Beauty Aids: Prescription Brands - Used: Symbicort
MHLBTY324: Health & Beauty Aids: Prescription Brands - Used: Tamiflu
MHLBTY393: Health & Beauty Aids: Prescription Brands - Used: Trulicity
MHLBTY325: Health & Beauty Aids: Prescription Brands - Used: Valtrex
MHLBTY327: Health & Beauty Aids: Prescription Brands - Used: Viagra (men only)
MHLBTY329: Health & Beauty Aids: Prescription Brands - Used: Wellbutrin
MHLBTY322: Health & Beauty Aids: Prescription Brands - Used: Xarelto
MHLBTY331: Health & Beauty Aids: Prescription Brands - Used: Zetia
MHLBTY332: Health & Beauty Aids: Prescription Brands - Used: Zocor
MHLBTY333: Health & Beauty Aids: Prescription Brands - Used: Zolof
MHLBTY342: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 1
MHLBTY343: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 2
MHLBTY344: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 3
MHLBTY345: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 4
MHLBTY346: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 5
MHLBTY347: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 6
MHLBTY348: Health & Beauty Aids: Prescription Drugs - Number Of Prescriptions Filled: 7+
MHLBTY349: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Drug Store/Pharmacy
MHLBTY350: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Supermarket
MHLBTY351: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Discount/Department Store
MHLBTY352: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Mail order
MHLBTY353: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Internet/Online
MHLBTY354: Health & Beauty Aids: Prescription Drugs - Where Did You Fill: Other

Diet Control and Eating Habits

MHLBTY126: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Fat-free
MHLBTY127: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Gluten-free
MHLBTY128: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: High fiber
MHLBTY129: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: High protein
MHLBTY376: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Hormone-free
MHLBTY130: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Lactose-free
MHLBTY131: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-calorie
MHLBTY132: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-carb
MHLBTY133: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-cholesterol
MHLBTY134: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-fat

MHLBTY135: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Low-sodium
MHLBTY136: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Natural or Organic
MHLBTY137: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Probiotic
MHLBTY138: Health & Beauty Aids: Eating Habits/Diet Control - Buy Food Labeled As: Sugar-free
MHLBTY139: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Semi-vegetarian
MHLBTY140: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Vegetarian
MHLBTY141: Health & Beauty Aids: Eating Habits/Diet Control - Consider Self To Be: Vegan
MHLBTY377: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Cooking Light diet
MHLBTY142: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Jenny Craig
MHLBTY378: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Medifast
MHLBTY145: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: South Beach Diet
MHLBTY148: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Atkins diet
MHLBTY149: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Doctors care/diet
MHLBTY151: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Exercise program
MHLBTY152: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Surgery
MHLBTY153: Health & Beauty Aids: Eating Habits/Diet Control - Methods Used: Other
MHLBTY154: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Blood sugar level
MHLBTY155: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Cholesterol level
MHLBTY156: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Food Allergy
MHLBTY157: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Lactose intolerance
MHLBTY159: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Physical fitness
MHLBTY160: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Regularity
MHLBTY161: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Salt restriction
MHLBTY158: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Maintain weight
MHLBTY162: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Weight loss
MHLBTY163: Health & Beauty Aids: Eating Habits/Diet Control - Reasons For: Other

Home

Climate Control Appliances

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

MHOME018: Home: Appliances For Climate Control - Decision Maker: Someone else
MHOME019: Appliances For Climate Control - Summary: Any air conditioner Household Owns
MHOME020: Appliances For Climate Control - Summary: Any fan Household Owns
MHOME021: Appliances For Climate Control - Summary: Any climate control appliance Household Owns

Bedding and Bath Goods

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

Gardening

MHOME039: Home: Garden: Have a garden
MHOME040: Home: Garden: Participated in outdoor gardening in last 12 months
MHOME041: Home: Garden - Activities Engaged: Flowers/Ornamentals
MHOME042: Home: Garden - Activities Engaged: Vegetable Growing
MHOME043: Home: Garden - Activities Engaged: Herb Growing
MHOME044: Home: Garden - Activities Engaged: Fruit (Not Trees)
MHOME045: Home: Garden - Activities Engaged: Lawn Care
MHOME046: Home: Garden - Activities Engaged: Berries & Brambles
MHOME047: Home: Garden - Number Of Days Personally Gardened: 1 - 9
MHOME048: Home: Garden - Number Of Days Personally Gardened: 10 - 19
MHOME049: Home: Garden - Number Of Days Personally Gardened: 20 - 29
MHOME050: Home: Garden - Number Of Days Personally Gardened: 30 - 39
MHOME051: Home: Garden - Number Of Days Personally Gardened: 40 - 59
MHOME052: Home: Garden - Number Of Days Personally Gardened: 60 - 79
MHOME053: Home: Garden - Number Of Days Personally Gardened: 80 - 99
MHOME054: Home: Garden - Number Of Days Personally Gardened: 100 - 124
MHOME055: Home: Garden - Number Of Days Personally Gardened: 125 - 150
MHOME056: Home: Garden - Number Of Days Personally Gardened: 151+
MHOME057: Home: Garden - Size: Under 250 square feet
MHOME058: Home: Garden - Size: 250-499 square feet
MHOME059: Home: Garden - Size: 500-1999 square feet
MHOME060: Home: Garden - Size: 2000+ square feet
MHOME289: Professional Exterminators: Total Users: Had treatment last 12 months: Total Category
MHOME290: Home: Property And Garden Maintenance - Amount Spent In Total: Less than \$50
MHOME291: Home: Property And Garden Maintenance - Amount Spent In Total: \$50 - \$99
MHOME292: Home: Property And Garden Maintenance - Amount Spent In Total: \$100 - \$149
MHOME293: Home: Property And Garden Maintenance - Amount Spent In Total: \$150 - \$299
MHOME294: Home: Property And Garden Maintenance - Amount Spent In Total: \$300 - \$499
MHOME295: Home: Property And Garden Maintenance - Amount Spent In Total: \$500 - \$799
MHOME296: Home: Property And Garden Maintenance - Amount Spent In Total: \$800+
MHOME297: Home: Property And Garden Maintenance - Items Bought: Bulbs
MHOME298: Home: Property And Garden Maintenance - Items Bought: Flower seeds
MHOME299: Home: Property And Garden Maintenance - Items Bought: Garden fertilizer
MHOME300: Home: Property And Garden Maintenance - Items Bought: Garden insecticides
MHOME301: Home: Property And Garden Maintenance - Items Bought: Garden soil
MHOME302: Home: Property And Garden Maintenance - Items Bought: Lawn fertilizer with weed control
MHOME303: Home: Property And Garden Maintenance - Items Bought: Lawn fertilizer without weed control
MHOME304: Home: Property And Garden Maintenance - Items Bought: Lawn insecticides

MHOME305: Home: Property And Garden Maintenance - Items Bought: Lawn maintenance service
MHOME306: Home: Property And Garden Maintenance - Items Bought: Lawn seed
MHOME307: Home: Property And Garden Maintenance - Items Bought: Organic soil additives
MHOME308: Home: Property And Garden Maintenance - Items Bought: Plant food (outdoor)
MHOME309: Home: Property And Garden Maintenance - Items Bought: Pool chemicals
MHOME310: Home: Property And Garden Maintenance - Items Bought: Potting soil
MHOME311: Home: Property And Garden Maintenance - Items Bought: Shrubs & plants (outdoor)
MHOME312: Home: Property And Garden Maintenance - Items Bought: Top soil
MHOME313: Home: Property And Garden Maintenance - Items Bought: Trees
MHOME314: Home: Property And Garden Maintenance - Items Bought: Vegetable plants
MHOME315: Home: Property And Garden Maintenance - Items Bought: Vegetable seeds
MHOME316: Home: Property And Garden Maintenance - Items Bought: Weed killer
MHOME317: Home: Property And Garden Maintenance - Used Service: For property/garden maintenance

Tools

MHOME399: Tools - Bought: Air compressor (not 12 volt inflator) Acquired in Last 12 Months
MHOME400: Tools - Bought: Automotive tools Acquired in Last 12 Months
MHOME401: Tools - Bought: Car vacuum Acquired in Last 12 Months
MHOME402: Tools - Bought: Chain saw (gas) Acquired in Last 12 Months
MHOME403: Tools - Bought: Chain saw (electric) Acquired in Last 12 Months
MHOME404: Tools - Bought: Chipper/Shredder Acquired in Last 12 Months
MHOME405: Tools - Bought: Circular saw (portable) Acquired in Last 12 Months
MHOME406: Tools - Bought: Decorative paint tools/kits Acquired in Last 12 Months
MHOME407: Tools - Bought: Drive bits Acquired in Last 12 Months
MHOME408: Tools - Bought: Electric car polisher Acquired in Last 12 Months
MHOME409: Tools - Bought: Electric drill - cordless Acquired in Last 12 Months
MHOME410: Tools - Bought: Electric drill - corded Acquired in Last 12 Months
MHOME411: Tools - Bought: Electric router Acquired in Last 12 Months
MHOME412: Tools - Bought: Electric sander Acquired in Last 12 Months
MHOME413: Tools - Bought: Electric screwdriver (cordless) Acquired in Last 12 Months
MHOME414: Tools - Bought: Glue gun Acquired in Last 12 Months
MHOME415: Tools - Bought: Hand tools Acquired in Last 12 Months
MHOME416: Tools - Bought: Jig/Sabre saw (portable) Acquired in Last 12 Months
MHOME417: Tools - Bought: Lawn mower - riding Acquired in Last 12 Months
MHOME418: Tools - Bought: Lawn mower (non-power) Acquired in Last 12 Months
MHOME419: Tools - Bought: Lawn mower walk behind (electric) Acquired in Last 12 Months
MHOME420: Tools - Bought: Lawn mower walk behind (gas) Acquired in Last 12 Months
MHOME421: Tools - Bought: Lawn or garden tractor Acquired in Last 12 Months
MHOME422: Tools - Bought: Lawn sprinkler Acquired in Last 12 Months
MHOME423: Tools - Bought: Leaf shredder Acquired in Last 12 Months
MHOME424: Tools - Bought: Outdoor blower (gas) Acquired in Last 12 Months
MHOME425: Tools - Bought: Outdoor blower (electric) Acquired in Last 12 Months
MHOME426: Tools - Bought: Paint sprayer Acquired in Last 12 Months
MHOME427: Tools - Bought: Pliers Acquired in Last 12 Months
MHOME428: Tools - Bought: Pneumatic tools Acquired in Last 12 Months
MHOME429: Tools - Bought: Power ratchet cordless Acquired in Last 12 Months
MHOME430: Tools - Bought: Saw blades Acquired in Last 12 Months
MHOME431: Tools - Bought: Shears (non-electric) Acquired in Last 12 Months
MHOME432: Tools - Bought: Shovel Acquired in Last 12 Months
MHOME433: Tools - Bought: Snowblower Acquired in Last 12 Months
MHOME434: Tools - Bought: Staple gun Acquired in Last 12 Months
MHOME435: Tools - Bought: Stationary band saw Acquired in Last 12 Months
MHOME436: Tools - Bought: Stationary drill press Acquired in Last 12 Months
MHOME437: Tools - Bought: Stationary table saw Acquired in Last 12 Months
MHOME438: Tools - Bought: Stationary radial arm saw Acquired in Last 12 Months
MHOME439: Tools - Bought: Tiller (garden) Acquired in Last 12 Months
MHOME440: Tools - Bought: Trimmer/Edger (electric) Acquired in Last 12 Months
MHOME441: Tools - Bought: Trimmer/Edger (gas) Acquired in Last 12 Months
MHOME442: Tools - Bought: Wallpaper stripper Acquired in Last 12 Months
MHOME443: Tools - Bought: Welder Acquired in Last 12 Months
MHOME444: Tools - Bought: Wet-dry shop vacuum Acquired in Last 12 Months
MHOME445: Tools - Bought: Workbench (portable) Acquired in Last 12 Months
MHOME446: Tools - Bought: Other Acquired in Last 12 Months
MHOME447: Tools - Bought: Any tools Acquired in Last 12 Months
MHOME448: Home: Tools - Decision Maker: Yourself (alone or with someone else)
MHOME449: Home: Tools - Decision Maker: Someone else

Home Improvements and Remodeling

MHOME061: Home Improvements: Bathroom or kitchen faucets Household Bought in last 12 months
MHOME062: Home Improvements: Other bathroom or kitchen plumbing fixtures Household Bought in last 12 months
MHOME063: Home Improvements: Insulation for ceiling floor and/or walls Household Bought in last 12 months
MHOME064: Home Improvements: Exterior light fixtures Household Bought in last 12 months
MHOME065: Home Improvements: Interior light fixtures Household Bought in last 12 months
MHOME066: Home Improvements: Clean-air filter Household Bought in last 12 months
MHOME250: Home Improvements: Solar panels Household Bought in last 12 months
MHOME068: Home Improvements: Down spouts/gutters Household Bought in last 12 months
MHOME069: Home Improvements: Yard fence Household Bought in last 12 months
MHOME070: Home Improvements: Wallpaper/covering Household Bought in last 12 months
MHOME071: Home Improvements: Exterior painting Household Bought in last 12 months
MHOME072: Home Improvements: Interior painting Household Bought in last 12 months
MHOME073: Home: Home Improvements - Amount Spent In Total: Under \$150
MHOME074: Home: Home Improvements - Amount Spent In Total: \$150 - \$499
MHOME075: Home: Home Improvements - Amount Spent In Total: \$500 - \$999
MHOME076: Home: Home Improvements - Amount Spent In Total: \$1000 - \$1999
MHOME077: Home: Home Improvements - Amount Spent In Total: \$2000+
MHOME078: Home: Home Improvements - Amount Spent In Total: Used a home decorating service in the last 12 months
MHOME079: Home: Home Improvements - Environmentally Friendly/Green Products: Used any environmentally friendly/green products
MHOME080: Home: Home Improvements - Number Of Improvements Done Personally: 1
MHOME081: Home: Home Improvements - Number Of Improvements Done Personally: 2
MHOME082: Home: Home Improvements - Number Of Improvements Done Personally: 3
MHOME083: Home: Home Improvements - Number Of Improvements Done Personally: 4+
MHOME084: Home: Home Improvements - Summary: Any home improvements
MHOME085: Home: Home Improvements - Who Did Work: Yourself or other household member
MHOME086: Home: Home Improvements - Who Did Work: Outside contractor
MHOME087: Home Remodeling: Convert garage/attic/basement into living space Household has done last 12 months
MHOME088: Home Remodeling: Remodel bathroom Household has done last 12 months
MHOME089: Home Remodeling: Remodel kitchen Household has done last 12 months
MHOME090: Home Remodeling: Remodel bedroom Household has done last 12 months
MHOME091: Home Remodeling: Convert room to home office Household has done last 12 months
MHOME093: Home Remodeling: Remodel other rooms Household has done last 12 months
MHOME094: Home Remodeling: Add bathroom Household has done last 12 months
MHOME096: Home Remodeling: Add other rooms - exterior addition Household has done last 12 months
MHOME097: Home Remodeling: Add deck/porch/patio Household has done last 12 months
MHOME098: Home Remodeling: Roofing Household has done last 12 months
MHOME099: Home Remodeling: Siding - vinyl/metal Household has done last 12 months
MHOME100: Home Remodeling: Aluminum windows Household has done last 12 months
MHOME101: Home Remodeling: Clad-wood/Wood windows Household has done last 12 months
MHOME102: Home Remodeling: Vinyl windows Household has done last 12 months
MHOME103: Home Remodeling: Ceramic tile floors Household has done last 12 months
MHOME104: Home Remodeling: Hardwood floors Household has done last 12 months
MHOME105: Home Remodeling: Laminate flooring Household has done last 12 months
MHOME106: Home Remodeling: Vinyl flooring Household has done last 12 months
MHOME107: Home Remodeling: Carpeting Household has done last 12 months
MHOME108: Home Remodeling: Kitchen cabinets Household has done last 12 months
MHOME109: Home Remodeling: Kitchen counter tops Household has done last 12 months
MHOME110: Home Remodeling: Skylights Household has done last 12 months
MHOME111: Home Remodeling: Exterior doors Household has done last 12 months
MHOME112: Home Remodeling: Interior doors Household has done last 12 months
MHOME113: Home Remodeling: Garage doors Household has done last 12 months
MHOME114: Home Remodeling: Concrete or masonry work Household has done last 12 months
MHOME115: Home Remodeling: Swimming pool - in ground Household has done last 12 months
MHOME116: Home Remodeling: Ceramic wall tile Household has done last 12 months
MHOME117: Home: Home Remodeling - Amount Spent In Total: Under \$500
MHOME118: Home: Home Remodeling - Amount Spent In Total: \$500 - \$2499

MHOME119: Home: Home Remodeling - Amount Spent In Total: \$2500 - \$4999
MHOME120: Home: Home Remodeling - Amount Spent In Total: \$5000 - \$7499
MHOME121: Home: Home Remodeling - Amount Spent In Total: \$7500+
MHOME122: Home: Home Remodeling - Environmentally Friendly/Green Products: Used any environmentally friendly/green products
MHOME123: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 1
MHOME124: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 2
MHOME125: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 3
MHOME126: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 4
MHOME127: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 5
MHOME128: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 6
MHOME129: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 7-9
MHOME130: Home: Home Remodeling - Number Of Remodeling Jobs Done Personally: 10+
MHOME131: Home: Home Remodeling - Summary: Any
MHOME132: Home: Home Remodeling - Who Did The Work: Yourself or other household member
MHOME133: Home: Home Remodeling - Who Did The Work: Outside contractor
MHOME288: Paint/Stain: Total Users: Bought/Last 12 Months: Total Category

Household Furnishings

MHOME162: Home: Household Furnishings - Decision Maker: Yourself (alone or with someone else)
MHOME163: Home: Household Furnishings - Decision Maker: Someone else
MHOME164: Home: Household Furnishings - Rented Any: Yes
MHOME165: Household Furnishings: Big Ticket Items: Wall unit/wall system Bought in last 12 months
MHOME166: Household Furnishings: Big Ticket Items: Sofa/sectional Bought in last 12 months
MHOME167: Household Furnishings: Big Ticket Items: Recliner Bought in last 12 months
MHOME168: Household Furnishings: Big Ticket Items: Sofa-bed convertible Bought in last 12 months
MHOME169: Household Furnishings: Big Ticket Items: Other living room furniture Bought in last 12 months
MHOME170: Household Furnishings: Big Ticket Items: Bed frame/headboard Bought in last 12 months
MHOME171: Household Furnishings: Big Ticket Items: Box Spring Bought in last 12 months
MHOME172: Household Furnishings: Big Ticket Items: Mattress Bought in last 12 months
MHOME173: Household Furnishings: Big Ticket Items: Cedar chests Bought in last 12 months
MHOME174: Household Furnishings: Big Ticket Items: Other bedroom furniture Bought in last 12 months
MHOME175: Household Furnishings: Big Ticket Items: Kitchen furniture Bought in last 12 months
MHOME176: Household Furnishings: Big Ticket Items: Dining room furniture Bought in last 12 months
MHOME177: Household Furnishings: Big Ticket Items: Family room furniture Bought in last 12 months
MHOME178: Household Furnishings: Big Ticket Items: Home office furniture Bought in last 12 months
MHOME179: Household Furnishings: Big Ticket Items: Piano Bought in last 12 months
MHOME180: Household Furnishings: Big Ticket Items: Picture frames - custom made Bought in last 12 months
MHOME181: Household Furnishings: Big Ticket Items: Window coverings - custom made Bought in last 12 months
MHOME182: Household Furnishings: Big Ticket Items: Wall-to-wall carpet Bought in last 12 months
MHOME183: Household Furnishings: Big Ticket Items: Horizontal blinds - custom made Bought in last 12 months
MHOME184: Household Furnishings: Big Ticket Items: Vertical blinds - custom made Bought in last 12 months
MHOME185: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: Under \$500
MHOME186: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$500 - \$999
MHOME187: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$1000 - \$1499
MHOME188: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$1500 - \$2499
MHOME189: Home: Household Furnishings: Big Ticket Items - Amount Spent In Total: \$2500+
MHOME190: Home: Household Furnishings: Big Ticket Items - Summary: Owns
MHOME191: Home: Household Furnishings: Big Ticket Items - Summary: Bought in last 12 months

MHOME192: Household Furnishings: Low Ticket Items: Awning Bought in last 12 months
MHOME193: Household Furnishings: Low Ticket Items: Draperies Bought in last 12 months
MHOME194: Household Furnishings: Low Ticket Items: Curtains Bought in last 12 months
MHOME195: Household Furnishings: Low Ticket Items: Horizontal blinds - ready made Bought in last 12 months
MHOME196: Household Furnishings: Low Ticket Items: Vertical blinds - ready made Bought in last 12 months
MHOME197: Household Furnishings: Low Ticket Items: Pleated shades Bought in last 12 months
MHOME198: Household Furnishings: Low Ticket Items: Lawn/porch furniture Bought in last 12 months
MHOME199: Household Furnishings: Low Ticket Items: Patio/deck cover Bought in last 12 months
MHOME200: Household Furnishings: Low Ticket Items: Air mattress (Inflatable) Bought in last 12 months
MHOME201: Household Furnishings: Low Ticket Items: Upholstery fabric Bought in last 12 months
MHOME202: Household Furnishings: Low Ticket Items: Area rug Bought in last 12 months
MHOME203: Household Furnishings: Low Ticket Items: Room size rug Bought in last 12 months
MHOME204: Household Furnishings: Low Ticket Items: Indoor/outdoor carpet Bought in last 12 months
MHOME205: Household Furnishings: Low Ticket Items: Table/floor lamps Bought in last 12 months
MHOME206: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: Under \$100
MHOME207: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$100 - \$199
MHOME208: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$200 - \$349
MHOME209: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$350 - \$499
MHOME210: Home: Household Furnishings: Low Ticket Items - Amount Spent In Total: \$500+
MHOME212: Home: Household Furnishings: Low Ticket Items - Summary: Bought in last 12 months

Housekeeping Services

MHOME225: Home: Housekeeping Services - Used: Professional carpet cleaning service
MHOME226: Home: Housekeeping Services - Used: Professional furniture cleaning service
MHOME227: Home: Housekeeping Services - Used: Any housekeeping/professional cleaning service

Baby Supplies and Equipment

MBABY001: Baby Bath Wash And Soap: Households: Used in last 6 months: Total Category
MBABY002: Baby Foods: Households: Used in last 6 months: Total Category
MBABY007: Household Products - Baby/Children: Baby Furniture & Equipment - Amount Spent In Total: Less than \$100
MBABY004: Household Products - Baby/Children: Baby Furniture & Equipment - Amount Spent In Total: \$100+
MBABY005: Baby Furniture & Equipment - Bought: Activity Mat Now owns or Bought in last 6 months
MBABY006: Baby Furniture & Equipment - Bought: Baby carrier (front or back) Now owns or Bought in last 6 months
MBABY008: Baby Furniture & Equipment - Bought: Baby car seat Now owns or Bought in last 6 months
MBABY009: Baby Furniture & Equipment - Bought: Bathing/dressing table Now owns or Bought in last 6 months
MBABY010: Baby Furniture & Equipment - Bought: Baby bath tub Now owns or Bought in last 6 months
MBABY011: Baby Furniture & Equipment - Bought: Baby mobiles Now owns or Bought in last 6 months
MBABY012: Baby Furniture & Equipment - Bought: Baby monitor Now owns or Bought in last 6 months
MBABY014: Baby Furniture & Equipment - Bought: Bouncer seat Now owns or Bought in last 6 months
MBABY015: Baby Furniture & Equipment - Bought: Breast pump Now owns or Bought in last 6 months
MBABY016: Baby Furniture & Equipment - Bought: Cloth Diapers Now owns or Bought in last 6 months
MBABY017: Baby Furniture & Equipment - Bought: Crib mattress Now owns or Bought in last 6 months

MBABY018: Baby Furniture & Equipment - Bought: High chair Now owns or Bought in last 6 months
MBABY019: Baby Furniture & Equipment - Bought: Infant crib Now owns or Bought in last 6 months
MBABY020: Baby Furniture & Equipment - Bought: Infant swing Now owns or Bought in last 6 months
MBABY021: Baby Furniture & Equipment - Bought: Jump seat Now owns or Bought in last 6 months
MBABY022: Baby Furniture & Equipment - Bought: Juvenile bed Now owns or Bought in last 6 months
MBABY023: Baby Furniture & Equipment - Bought: Nursing pillow Now owns or Bought in last 6 months
MBABY024: Baby Furniture & Equipment - Bought: Playpen Now owns or Bought in last 6 months
MBABY025: Baby Furniture & Equipment - Bought: Stroller Now owns or Bought in last 6 months
MBABY026: Baby Furniture & Equipment - Bought: Stuffed toys Now owns or Bought in last 6 months
MBABY027: Baby Furniture & Equipment - Bought: Toilet chair Now owns or Bought in last 6 months
MBABY028: Baby Furniture & Equipment - Bought: Walker Now owns or Bought in last 6 months
MBABY029: Baby Furniture & Equipment - Bought: Other Now owns or Bought in last 6 months
MBABY030: Baby Furniture & Equipment - Bought: Any Baby Furniture & Equipment Now owns or Bought in last 6 months
MBABY031: Baby Lotion: Households: Used in last 6 months: Total Category
MBABY032: Baby Nursers/Bottles: Households: Used in last 6 months: Total Category
MBABY033: Baby Oil: Households: Used in last 6 months: Total Category
MBABY034: Baby Ointments And Creams: Households: Used in last 6 months: Total Category
MBABY035: Baby Powder: Households: Used in last 6 months: Total Category
MBABY036: Baby Shampoo: Households: Used in last 6 months: Total Category

Childrens Clothing

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

MCHCL027: Childrens Clothing - Number Bought For Children 3-5 Years: Underwear (not diapers) Any
MCHCL028: Childrens Clothing - Number Bought For Children 3-5 Years: Waterproof Pants Any
MCHCL029: Childrens Clothing - Number Bought For Children 6-12 Years: Jeans Any
MCHCL030: Childrens Clothing - Number Bought For Children 6-12 Years: Outerwear Any
MCHCL031: Childrens Clothing - Number Bought For Children 6-12 Years: Shorts Any
MCHCL032: Childrens Clothing - Number Bought For Children 6-12 Years: Slacks Any
MCHCL033: Childrens Clothing - Number Bought For Children 6-12 Years: Sleepwear Any
MCHCL034: Childrens Clothing - Number Bought For Children 6-12 Years: Suits or Dresses Any
MCHCL035: Childrens Clothing - Number Bought For Children 6-12 Years: Sweatshirts/Sweatpants Any
MCHCL036: Childrens Clothing - Number Bought For Children 6-12 Years: Sweaters Any
MCHCL037: Childrens Clothing - Number Bought For Children 6-12 Years: Tops/Shirts Any
MCHCL038: Childrens Clothing - Number Bought For Children 6-12 Years: Underwear Any
MCHCL039: Childrens Clothing - Summary: Any Item For Baby Under 1 Year Any
MCHCL040: Childrens Clothing - Summary: Any Item For Child 1-2 Years Any
MCHCL041: Childrens Clothing - Summary: Any Item For Child 3-5 Years Any
MCHCL042: Childrens Clothing - Summary: Any Item For Child 6-12 Years Any
MCHCL043: Childrens Clothing - Summary: Any Item For Child 12 Years or Under Any
MCHGE003: Childrens Shoes: Households: Bought/Last 6 Months: Total Category

Childrens Products

MCHGE001: Childrens Cold Tablets & Liquids: Households: Used in last 6 months: Total Category
MCHGE002: Childrens Cough Syrup: Households: Used in last 6 months: Total Category
MCHGE004: Cotton Swabs: Households: Used in last 6 months: Total Category
MCHGE005: Disposable Diapers/Underpants: Households: Used in last 6 months: Total Category
MCHGE006: Infant Cereal: Households: Used in last 6 months: Total Category
MCHGE007: Pain Relievers & Fever Reducers For Children: Households: Used in last 6 months: Total Category
MCHGE008: Pre-Moistened Baby/Childrens Wipes: Households: Used in last 6 months: Total Category
MCHGE009: Prepared Infant Formula: Households: Used in last 6 months: Total Category
MCHGE010: Teething Remedies: Households: Used in last 6 months: Total Category
MCHGE011: Vitamins/Nutritional Supplements For Children: Households: Used in last 6 months: Total Category

Childrens Toys and Games

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

MCHTOY024: Childrens Toys & Games - Amount Spent: For children 6-11 years \$40 - \$99
MCHTOY025: Childrens Toys & Games - Amount Spent: For children 6-11 years \$100 - \$199
MCHTOY026: Childrens Toys & Games - Amount Spent: For children 6-11 years \$200 - \$499
MCHTOY027: Childrens Toys & Games - Amount Spent: For children 6-11 years \$500+
MCHTOY028: Childrens Toys & Games - Amount Spent: For children 12-17 years Under \$20
MCHTOY029: Childrens Toys & Games - Amount Spent: For children 12-17 years \$20 - \$39
MCHTOY030: Childrens Toys & Games - Amount Spent: For children 12-17 years \$40 - \$99
MCHTOY031: Childrens Toys & Games - Amount Spent: For children 12-17 years \$100 - \$199
MCHTOY032: Childrens Toys & Games - Amount Spent: For children 12-17 years \$200 - \$499
MCHTOY033: Childrens Toys & Games - Amount Spent: For children 12-17 years \$500+
MCHTOY034: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: Under \$50
MCHTOY035: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$50 - \$99
MCHTOY036: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$100 - \$199
MCHTOY037: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$200 - \$499
MCHTOY038: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$500 - \$999
MCHTOY039: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: \$1000+
MCHTOY040: Household Products - Baby/Children: Childrens Toys & Games - Amount Spent In Total: Any spending
MCHTOY041: Childrens Toys & Games - Number Bought: Large/baby dolls Any
MCHTOY042: Childrens Toys & Games - Number Bought: Boy action figures Any
MCHTOY043: Childrens Toys & Games - Number Bought: Girl action figures Any
MCHTOY044: Childrens Toys & Games - Number Bought: Fashion dolls Any
MCHTOY045: Childrens Toys & Games - Number Bought: Plush dolls/animals Any
MCHTOY046: Childrens Toys & Games - Number Bought: Electronic dolls/animals Any
MCHTOY047: Childrens Toys & Games - Number Bought: Doll clothing Any
MCHTOY048: Childrens Toys & Games - Number Bought: Doll accessories Any
MCHTOY049: Childrens Toys & Games - Number Bought: Construction toys Any
MCHTOY050: Childrens Toys & Games - Number Bought: Educational toys Any
MCHTOY051: Childrens Toys & Games - Number Bought: Mechanical toys Any
MCHTOY052: Childrens Toys & Games - Number Bought: Model kits/Model sets Any
MCHTOY001: Childrens Toys & Games - Number Bought: Clay/dough/sand Any
MCHTOY002: Childrens Toys & Games - Number Bought: Arts & crafts Any
MCHTOY053: Childrens Toys & Games - Number Bought: Action games Any
MCHTOY054: Childrens Toys & Games - Number Bought: Board games Any
MCHTOY055: Childrens Toys & Games - Number Bought: Sound games Any
MCHTOY056: Childrens Toys & Games - Number Bought: Word games Any
MCHTOY057: Childrens Toys & Games - Number Bought: Electronic games Any
MCHTOY058: Childrens Toys & Games - Number Bought: Infant toys Any
MCHTOY059: Childrens Toys & Games - Number Bought: Pre-school toys Any
MCHTOY060: Childrens Toys & Games - Number Bought: Builder sets Any
MCHTOY061: Childrens Toys & Games - Number Bought: Cars Any
MCHTOY062: Childrens Toys & Games - Number Bought: Electric trains Any
MCHTOY063: Childrens Toys & Games - Number Bought: Bicycles Any
MCHTOY064: Childrens Toys & Games - Number Bought: Tricycles Any
MCHTOY065: Childrens Toys & Games - Number Bought: Water toys Any
MCHTOY066: Childrens Toys & Games - Number Bought: Other toys Any
MCHTOY067: Childrens Toys & Games - Number Bought: Any toys Any

Groceries

MFOOD001: American Pasteurized Processed Cheese: Households: Used in last 6 months: Total Category
MFOOD002: Bacon And Breakfast Strips: Households: Used in last 6 months: Total Category
MFOOD003: Bagels: Households: Used in last 6 months: Total Category
MFOOD004: Baking Chips: Households: Used in last 6 months: Total Category
MFOOD005: Baking Coconut: Households: Used in last 6 months: Total Category
MFOOD006: Baking Mixes (Excluding Cake Mixes): Households: Used in last 6 months: Total Category
MFOOD007: Baking Powder And Soda: Households: Used in last 6 months: Total Category
MFOOD008: Bar Baking Chocolate: Households: Used in last 6 months: Total Category

MFOOD010: Bottled Barbecue & Seasoning Sauces: Households: Used in last 6 months: Total Category
MFOOD011: Bratwurst: Households: Used in last 6 months: Total Category
MFOOD012: Bread: Households: Used in last 6 months: Total Category
MFOOD013: Bread Crumbs & Coating Mixes: Households: Used in last 6 months: Total Category
MFOOD014: Breakfast Cereals (Cold): Households: Used in last 6 months: Total Category
MFOOD015: Breakfast Cereals (Hot): Households: Used in last 6 months: Total Category
MFOOD016: Breakfast/Cereal/Granola Bars: Households: Used in last 6 months: Total Category
MFOOD017: Brownie & Cookie Mixes: Households: Used in last 6 months: Total Category
MFOOD018: Butter: Households: Used in last 6 months: Total Category
MFOOD019: Canned Beans With Sauce: Households: Used in last 6 months: Total Category
MFOOD020: Canned Chicken: Households: Used in last 6 months: Total Category
MFOOD022: Canned Or Jarred Fruit: Households: Used in last 6 months: Total Category
MFOOD023: Canned Or Jarred Soup/Broth: Households: Used in last 6 months: Total Category
MFOOD025: Canned Or Jarred Vegetables: Households: Used in last 6 months: Total Category
MFOOD027: Canned Tomatoes: Households: Used in last 6 months: Total Category
MFOOD028: Canned Tuna: Households: Used in last 6 months: Total Category
MFOOD029: Chicken & Turkey Fresh Or Frozen: Households: Used in last 6 months: Total Category
MFOOD030: Chili: Households: Used in last 6 months: Total Category
MFOOD032: Cold Cuts: Households: Used in last 6 months: Total Category
MFOOD033: Cooked Hams: Households: Used in last 6 months: Total Category
MFOOD034: Cookies (Ready To Eat): Households: Used in last 6 months: Total Category
MFOOD035: Corn Tortilla & Other Chips & Cheese Snacks: Households: Used in last 6 months: Total Category
MFOOD036: Cottage Cheese: Households: Used in last 6 months: Total Category
MFOOD037: Crackers: Households: Used in last 6 months: Total Category
MFOOD038: Cream Cheese: Households: Used in last 6 months: Total Category
MFOOD039: Dessert Toppings: Households: Used in Last 12 Months: Total Category
MFOOD040: Dinner Mixes And Kits: Households: Used in last 6 months: Total Category
MFOOD041: Dried Fruit: Households: Used in last 6 months: Total Category
MFOOD042: Drink Additives & Hot Cocoa (Add Milk Or Water): Households: Used in last 6 months: Total Category
MFOOD043: Dry Cake Mixes: Households: Used in last 6 months: Total Category
MFOOD044: Dry Soup & Bouillon: Households: Used in last 6 months: Total Category
MFOOD045: Egg Alternatives: Households: Used in last 6 months: Total Category
MFOOD046: Eggs: Households: Used in last 6 months: Total Category
MFOOD047: English Muffins: Households: Used in last 6 months: Total Category
MFOOD048: Evaporated/Condensed Milk: Households: Used in last 6 months: Total Category
MFOOD049: Extracts: Households: Used in last 6 months: Total Category
MFOOD050: Fish & Seafood Fresh Or Frozen: Households: Used in last 6 months: Total Category
MFOOD051: Flavored & Seasoned Rice: Households: Used in last 6 months: Total Category
MFOOD052: Flavored Instant Coffee: Households: Used in last 6 months: Total Category
MFOOD053: Flour/Commeal: Households: Used in last 6 months: Total Category
MFOOD054: Food Prepared From Scratch: Households: Made in Last 6 Months: Total Category
MFOOD055: Frankfurters & Hot Dogs: Households: Used in last 6 months: Total Category
MFOOD056: Fresh Fruit & Vegetables: Households: Used in last 6 months: Total Category
MFOOD057: Fresh Milk: Households: Used in last 6 months: Total Category
MFOOD058: Frostings: Households: Used in last 6 months: Total Category
MFOOD059: Frozen Breaded Chicken: Households: Used in last 6 months: Total Category
MFOOD060: Frozen Breakfasts: Households: Used in last 6 months: Total Category
MFOOD063: Frozen Hot Snacks: Households: Used in last 6 months: Total Category
MFOOD065: Frozen Orange Juice: Households: Used in last 6 months: Total Category
MFOOD066: Frozen Pancakes/French Toast: Households: Used in last 6 months: Total Category
MFOOD067: Frozen Pizza: Households: Used in last 6 months: Total Category
MFOOD068: Frozen Snacks (Not Frozen Yogurt Or Ice Cream): Households: Used in last 6 months: Total Category
MFOOD069: Frozen Vegetables: Households: Used in last 6 months: Total Category
MFOOD070: Frozen Waffles: Households: Used in last 6 months: Total Category
MFOOD071: Frozen Yogurt: Households: Used in last 6 months: Total Category
MFOOD062: Frozen/Refrigerated Desserts: Households: Used in last 6 months: Total Category
MFOOD072: Frozen/Refrigerated Potato Products: Households: Used in last 6 months: Total Category
MFOOD073: Fruit Snacks: Households: Used in last 6 months: Total Category
MFOOD074: Gelatin And Gelatin Desserts: Households: Used in last 6 months: Total Category
MFOOD076: Grated Cheese: Households: Used in last 6 months: Total Category

MFOOD077: Gravy/Sauce Mixes And Cooking Sauces: Households: Used in last 6 months: Total Category
MFOOD078: Ground Coffee: Households: Used in last 6 months: Total Category
MFOOD079: Honey: Households: Used in last 6 months: Total Category
MFOOD080: Ice Cream Bars Sandwiches & Bon Bons: Households: Used in last 6 months: Total Category
MFOOD081: Ice Cream Gelato & Sherbet: Households: Used in last 6 months: Total Category
MFOOD083: Instant Iced Tea Mix: Households: Used in Last 12 Months: Total Category
MFOOD084: Instant Or Freeze-Dried Coffee: Households: Used in last 6 months: Total Category
MFOOD085: Jams & Jellies: Households: Used in last 6 months: Total Category
MFOOD086: Ketchup/Catsup: Households: Used in last 6 months: Total Category
MFOOD087: Lunch Or Snack Combinations/Kits: Households: Used in last 6 months: Total Category
MFOOD089: Mayonnaise And Mayonnaise Type Spread/Dressing: Households: Used in last 6 months: Total Category
MFOOD090: Meat Snacks: Households: Used in last 6 months: Total Category
MFOOD091: Mexican Foods: Households: Used in last 6 months: Total Category
MFOOD092: Mustard: Households: Used in last 6 months: Total Category
MFOOD093: Natural Or Imported Cheese: Households: Used in last 6 months: Total Category
MFOOD094: Nectars: Households: Used in last 6 months: Total Category
MFOOD095: Non-Dairy Cream Substitutes: Households: Used in last 6 months: Total Category
MFOOD098: Household Products - Food products: Organic Foods - Used In Last 6 Months: Any Food
MFOOD099: Household Products - Food products: Organic Foods - Used In Last 6 Months: Baby Food
MFOOD100: Household Products - Food products: Organic Foods - Used In Last 6 Months: Bread
MFOOD101: Household Products - Food products: Organic Foods - Used In Last 6 Months: Breakfast Cereals
MFOOD102: Household Products - Food products: Organic Foods - Used In Last 6 Months: Cheese
MFOOD103: Household Products - Food products: Organic Foods - Used In Last 6 Months: Chocolate
MFOOD104: Household Products - Food products: Organic Foods - Used In Last 6 Months: Coffee
MFOOD105: Household Products - Food products: Organic Foods - Used In Last 6 Months: Fish/Seafood
MFOOD106: Household Products - Food products: Organic Foods - Used In Last 6 Months: Frozen Foods
MFOOD107: Household Products - Food products: Organic Foods - Used In Last 6 Months: Granola
MFOOD108: Household Products - Food products: Organic Foods - Used In Last 6 Months: Ice Cream
MFOOD109: Household Products - Food products: Organic Foods - Used In Last 6 Months: Juice
MFOOD110: Household Products - Food products: Organic Foods - Used In Last 6 Months: Meat
MFOOD111: Household Products - Food products: Organic Foods - Used In Last 6 Months: Pasta
MFOOD112: Household Products - Food products: Organic Foods - Used In Last 6 Months: Peanut Butter
MFOOD113: Household Products - Food products: Organic Foods - Used In Last 6 Months: Poultry
MFOOD114: Household Products - Food products: Organic Foods - Used In Last 6 Months: Soup
MFOOD115: Household Products - Food products: Organic Foods - Used In Last 6 Months: Spaghetti/Pasta Sauce
MFOOD116: Household Products - Food products: Organic Foods - Used In Last 6 Months: Tea
MFOOD117: Household Products - Food products: Organic Foods - Used In Last 6 Months: Other
MFOOD118: Other Bread Products: Households: Used in last 6 months: Total Category
MFOOD119: Other Fruit Juices & Drinks: Households: Used in last 6 months: Total Category
MFOOD120: Other Meat Fresh/Frozen: Households: Used in last 6 months: Total Category
MFOOD121: Packaged Dinners & Side Dishes (Mixes Or Prepared): Households: Used in last 6 months: Total Category
MFOOD122: Packaged Fresh Salad: Households: Used in last 6 months: Total Category
MFOOD123: Packaged Instant Potatoes: Households: Used in last 6 months: Total Category
MFOOD124: Packaged Pie Crust: Households: Used in last 6 months: Total Category
MFOOD125: Packaged Frozen Refrigerated Pasta: Households: Used in last 6 months: Total Category

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

Household Products

Household Products

MNFOOD001: Air Fresheners Carpet & Room Deodorizers: Households: Used in last 6 months: Total Category
MNFOOD002: Aluminum Foil: Households: Used in last 6 months: Total Category
MNFOOD003: Automatic Dishwasher Detergent: Households: Used in last 6 months: Total Category
MNFOOD004: Bleach: Households: Used in last 6 months: Total Category
MNFOOD005: Carpet And Rug Cleaners: Households: Used in last 6 months: Total Category
MNFOOD006: Cents Off Coupons: Households: Used in Last 12 Months: Total Category
MNFOOD007: Charcoal: Households: Used in Last 12 Months: Total Category
MNFOOD009: Dishwashing Liquid: Households: Used in last 6 months: Total Category
MNFOOD109: Disposable Cups: Households: Used in last 6 months: Total Category
MNFOOD011: Disposable Plates: Households: Used in Last 12 Months: Total Category
MNFOOD012: Drain/Septic Tank Cleaners: Households: Used in last 6 months: Total Category

MNFOOD013: Dry Disposable Wipes & Dusters: Households: Used in last 6 months: Total Category
MNFOOD014: Household Products - Non-food: Environmentally Friendly/Green - Light Bulbs: Any
MNFOOD015: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: All Purpose Household Cleaner
MNFOOD016: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Dish Washing Liquid/Detergent
MNFOOD017: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Glass/Surface Cleaners
MNFOOD018: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Laundry Detergent
MNFOOD019: Household Products - Non-food: Environmentally Friendly/Green - Non-Toxic/Biodegradable Products: Other
MNFOOD020: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Facial Tissues
MNFOOD021: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Napkins
MNFOOD022: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Plates
MNFOOD023: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Paper Towels
MNFOOD024: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Toilet Paper
MNFOOD025: Household Products - Non-food: Environmentally Friendly/Green - Recycled-Content Paper Products: Other
MNFOOD026: Household Products - Non-food: Environmentally Friendly/Green - Used In Last 6 Months: Any Product
MNFOOD027: Fabric Softeners/Scent Boosters: Households: Used in last 6 months: Total Category
MNFOOD028: Facial Tissues: Households: Used in last 6 months: Total Category
MNFOOD029: Firelogs: Households: Used in Last 12 Months: Total Category
MNFOOD030: Floor Cleaner Wax & Polish: Households: Used in last 6 months: Total Category
MNFOOD031: Furniture Polish: Households: Used in last 6 months: Total Category
MNFOOD032: Glass And Surface Cleaners: Households: Used in last 6 months: Total Category
MNFOOD033: Glue: Households: Used in last 6 months: Total Category
MNFOOD034: Heavy Duty Hand Cleaners: Households: Used in last 6 months: Total Category
MNFOOD035: Household Cleaners: Households: Used in last 6 months: Total Category
MNFOOD036: In-Bowl Toilet Bowl Cleaners: Households: Used in last 6 months: Total Category
MNFOOD037: Indoor Insecticides: Households: Used in last 6 months: Total Category
MNFOOD038: Indoor Plant Food: Households: Used in last 6 months: Total Category
MNFOOD039: Insect Repellents: Households: Used in Last 12 Months: Total Category
MNFOOD040: In-Tank Toilet Bowl Cleaners: Households: Used in last 6 months: Total Category
MNFOOD041: Laundry Pre-Treatments & Stain Removers: Households: Used in last 6 months: Total Category
MNFOOD042: Light Bulbs: Households: Used in last 6 months: Total Category
MNFOOD043: Liquid Soaps/Hand Sanitizers: Total Users: Used in last 6 months: Total Category
MNFOOD044: Microwave Usage: Households: Used in last 6 months: Total Category
MNFOOD045: Outdoor Insecticides: Households: Used in last 6 months: Total Category
MNFOOD046: Oven Cleaners: Households: Used in last 6 months: Total Category
MNFOOD047: Paper Napkins: Households: Used in last 6 months: Total Category
MNFOOD048: Paper Towels: Households: Used in last 6 months: Total Category
MNFOOD049: Plastic Garbage Bags & Trash Can Liners: Households: Used in last 6 months: Total Category
MNFOOD050: Household Products - Non-food products: Plastic Products - Used For: Household uses plastic products
MNFOOD051: Household Products - Non-food products: Plastic Products - Used For: Used For Food Storage
MNFOOD052: Household Products - Non-food products: Plastic Products - Used For: Used For Home Organizing/Storage
MNFOOD053: Household Products - Non-food products: Plastic Products - Used For: Used For Bath
MNFOOD054: Household Products - Non-food products: Plastic Products - Used For: Used For Sinkware
MNFOOD055: Household Products - Non-food products: Plastic Products - Used For: Used For Tabletop
MNFOOD056: Household Products - Non-food products: Plastic Products - Used For: Used For Kitchen Gadgets
MNFOOD057: Household Products - Non-food products: Plastic Products - Used For: Used For Recycling/Refuse Bins
MNFOOD058: Household Products - Non-food products: Plastic Products - Used For: Used For Cosmetics

MNFOOD059: Household Products - Non-food products: Plastic Products - Used For: Used For Other
MNFOOD060: Plastic Sandwich/Food Storage/Freezer Bags: Households: Used in last 6 months: Total Category
MNFOOD061: Plastic/Glass Food Storage Containers: Households: Used in last 6 months: Total Category
MNFOOD062: Plastic-Type Kitchen Wrap: Households: Used in last 6 months: Total Category
MNFOOD063: Pre-Moistened Household Wipes: Households: Used in last 6 months: Total Category
MNFOOD064: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Batteries
MNFOOD065: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Electronic Equipment
MNFOOD066: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Aluminum Beverage Cans
MNFOOD067: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Metal items
MNFOOD068: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Glass Bottles
MNFOOD069: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Glass items
MNFOOD070: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Plastic Bottles
MNFOOD071: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Plastic Bags
MNFOOD072: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Plastic Items
MNFOOD073: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Newspapers
MNFOOD074: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other Paper
MNFOOD075: Household Products - Non-food products: Recycling - Re-Used Or Recycled In The Last 30 Days: Other
MNFOOD086: Rubber Gloves: Households: Used in last 6 months: Total Category
MNFOOD087: Scouring Cleansers: Households: Used in last 6 months: Total Category
MNFOOD088: Scouring Pads: Households: Used in last 6 months: Total Category
MNFOOD089: Soap & Detergents For Fine Fabrics: Households: Used in last 6 months: Total Category
MNFOOD090: Soap & Detergents For Regular Laundry: Households: Used in last 6 months: Total Category
MNFOOD091: Spray Starch: Households: Used in last 6 months: Total Category
MNFOOD092: Toilet Paper: Households: Used in last 6 months: Total Category
MNFOOD093: Transparent Tape: Households: Used in last 6 months: Total Category
MNFOOD094: Household Products - Non-food products: Water Filters: Household owns
MNFOOD095: Household Products - Non-food products: Water Filters - Brands Used: Brita
MNFOOD096: Household Products - Non-food products: Water Filters - Brands Used: Filtrite
MNFOOD097: Household Products - Non-food products: Water Filters - Brands Used: Pur
MNFOOD098: Household Products - Non-food products: Water Filters - Brands Used: Whirlpool
MNFOOD099: Household Products - Non-food products: Water Filters - Brands Used: ZeroWater
MNFOOD100: Household Products - Non-food products: Water Filters - Brands Used: Other
MNFOOD101: Household Products - Non-food products: Water Filters - Types Used: In-Faucet
MNFOOD102: Household Products - Non-food products: Water Filters - Types Used: In-line (in pipe)
MNFOOD103: Household Products - Non-food products: Water Filters - Types Used: End of Faucet
MNFOOD104: Household Products - Non-food products: Water Filters - Types Used: Pour-Through Container/Pitcher
MNFOOD105: Household Products - Non-food products: Water Filters - Types Used: Refrigerator Filter
MNFOOD106: Household Products - Non-food products: Water Filters - Types Used: In-bottle
MNFOOD107: Household Products - Non-food products: Water Filters - Types Used: Other
MNFOOD108: Waxed Paper: Households: Used in last 6 months: Total Category
MNFOOD110 Waxed Paper: Households: Times/Last 30 Days: 0-1
MNFOOD109: Disposable Cups: Households: Used in last 6 months: Total Category

Pets and Pet Supplies

MPETS001: Canned/Wet Cat Food: Households: Used in last 6 months: Total Category

MPETS002: Canned/Wet Dog Food: Households: Used in last 6 months: Total Category
MPETS003: Cat Litter: Households: Used in last 6 months: Total Category
MPETS004: Cat Treats: Households: Used in last 6 months: Total Category
MPETS005: Household Products - Pets: Does Your Household Have Pet Insurance: Yes
MPETS006: Dog Biscuits Or Treats: Households: Used in last 6 months: Total Category
MPETS007: Flea Tick & Parasite Products For Dogs & Cats: Households: Used in Last 12 Months: Total Category
MPETS032: Packaged Dry Cat Food: Households: Used in last 6 months: Total Category
MPETS033: Packaged Dry Dog Food: Households: Used in last 6 months: Total Category
MPETS068: Pet Ownership - Number In Household: Dogs - All Any
MPETS035: Pet Ownership - Number In Household: Dogs under 1 Year Old Any
MPETS036: Pet Ownership - Number In Household: Dogs 1 to under 2 Years Old Any
MPETS037: Pet Ownership - Number In Household: Dogs 2-6 Years Old Any
MPETS038: Pet Ownership - Number In Household: Dogs 7+ Years Old Any
MPETS039: Pet Ownership - Number In Household: Dogs 10 lbs. or less Any
MPETS040: Pet Ownership - Number In Household: Dogs 11-20 lbs. Any
MPETS041: Pet Ownership - Number In Household: Dogs 21-60 lbs. Any
MPETS042: Pet Ownership - Number In Household: Dogs 61 or more lbs. Any
MPETS069: Pet Ownership - Number In Household: Cats - All Any
MPETS044: Pet Ownership - Number In Household: Cats under 1 Year Old Any
MPETS045: Pet Ownership - Number In Household: Cats 1 to under 2 Years Old Any
MPETS046: Pet Ownership - Number In Household: Cats 2-6 Years Old Any
MPETS047: Pet Ownership - Number In Household: Cats 7+ Years Old Any
MPETS048: Pet Ownership - Number In Household: Birds Any
MPETS049: Pet Ownership - Number In Household: Horses Any
MPETS050: Pet Ownership - Number In Household: Other Pets Any
MPETS051: Pet Ownership - Number In Household: Any Pet Any [39]
MPETS052: Pet Ownership - Where Bought Pet Food/Flea Control Products: Grocery/Supermarket Pet Food or Flea Control Products
MPETS053: Pet Ownership - Where Bought Pet Food/Flea Control Products: Discount Store Pet Food or Flea Control Products
MPETS054: Pet Ownership - Where Bought Pet Food/Flea Control Products: Wholesale Membership Club Pet Food or Flea Control Products
MPETS055: Pet Ownership - Where Bought Pet Food/Flea Control Products: PETCO Pet Food or Flea Control Products
MPETS056: Pet Ownership - Where Bought Pet Food/Flea Control Products: PetSmart Pet Food or Flea Control Products
MPETS057: Pet Ownership - Where Bought Pet Food/Flea Control Products: Other Pet Specialty Store Pet Food or Flea Control Products
MPETS058: Pet Ownership - Where Bought Pet Food/Flea Control Products: Veterinarian Pet Food or Flea Control Products
MPETS059: Pet Ownership - Where Bought Pet Food/Flea Control Products: Internet/Online Pet Food or Flea Control Products
MPETS060: Pet Ownership - Where Bought Pet Food/Flea Control Products: Other Pet Food or Flea Control Products
MPETS061: Professional Pet Services: Households: Used in Last 12 Months: Total Category
MPETS062: Household Products - Pets: Veterinarian Visits - Number Of Trips: 1
MPETS063: Household Products - Pets: Veterinarian Visits - Number Of Trips: 2
MPETS064: Household Products - Pets: Veterinarian Visits - Number Of Trips: 3
MPETS065: Household Products - Pets: Veterinarian Visits - Number Of Trips: 4
MPETS066: Household Products - Pets: Veterinarian Visits - Number Of Trips: 5-6
MPETS067: Household Products - Pets: Veterinarian Visits - Number Of Trips: 7+

MINSUR020: Autos/Other Vehicle Insurance - Company: SafeAuto ANY
MINSUR021: Autos/Other Vehicle Insurance - Company: State Farm ANY
MINSUR022: Autos/Other Vehicle Insurance - Company: Travelers ANY
MINSUR024: Autos/Other Vehicle Insurance - Company: USAA ANY
MINSUR025: Autos/Other Vehicle Insurance - Company: Other ANY
MINSUR026: Insurance: Autos/Other Vehicle Insurance - How Acquired: From an agent
MINSUR027: Insurance: Autos/Other Vehicle Insurance - How Acquired: Direct from insurance company via phone
MINSUR028: Insurance: Autos/Other Vehicle Insurance - How Acquired: Direct from insurance company via website
MINSUR029: Insurance: Autos/Other Vehicle Insurance - How Acquired: At place of work or union
MINSUR030: Insurance: Autos/Other Vehicle Insurance - How Acquired: At dealership where car/vehicle was purchased
MINSUR031: Insurance: Autos/Other Vehicle Insurance - How Acquired: Other
MINSUR032: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Insurance agent
MINSUR033: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Newspaper or magazine ad
MINSUR034: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Television or radio ad
MINSUR035: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Internet ad
MINSUR036: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Search engine
MINSUR037: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Direct mail at home
MINSUR038: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Internet quote comparison service
MINSUR039: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Family or Friends
MINSUR040: Insurance: Autos/Other Vehicle Insurance - How Heard About Company: Other
MINSUR041: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: None Any
MINSUR042: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 1 Any
MINSUR043: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 2 Any
MINSUR044: Autos/Other Vehicle Insurance - Number Of Vehicles In Household Covered: 3+ Any
MINSUR045: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Did not change
MINSUR046: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: One time
MINSUR047: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Two times
MINSUR048: Insurance: Autos/Other Vehicle Insurance - Number Times Changed In Last 5 Years: Three or more times
MINSUR049: Insurance: Autos/Other Vehicle Insurance - Type Carried: Collision
MINSUR050: Insurance: Autos/Other Vehicle Insurance - Type Carried: Liability- Bodily Injury
MINSUR051: Insurance: Autos/Other Vehicle Insurance - Type Carried: Liability- Property Damage
MINSUR052: Insurance: Autos/Other Vehicle Insurance - Type Carried: Medical Payments
MINSUR053: Insurance: Autos/Other Vehicle Insurance - Type Carried: Uninsured Motorist
MINSUR054: Insurance: Autos/Other Vehicle Insurance - Type Carried: Comprehensive
MINSUR055: Insurance: Autos/Other Vehicle Insurance - Type Carried: Towing

Insurance

Auto/Other Vehicle Insurance

MINSUR001: Insurance: Autos/Other Vehicle Insurance - Acquired New Or Different Policy: Acquired new or different policy
MINSUR002: Autos/Other Vehicle Insurance - Company: AAA ANY
MINSUR003: Autos/Other Vehicle Insurance - Company: AARP from The Hartford ANY
MINSUR004: Autos/Other Vehicle Insurance - Company: Allstate ANY
MINSUR005: Autos/Other Vehicle Insurance - Company: American Family ANY
MINSUR006: Autos/Other Vehicle Insurance - Company: Amica ANY
MINSUR007: Autos/Other Vehicle Insurance - Company: Encompass ANY
MINSUR009: Autos/Other Vehicle Insurance - Company: Farm Bureau ANY
MINSUR010: Autos/Other Vehicle Insurance - Company: Farmers Insurance Group ANY
MINSUR011: Autos/Other Vehicle Insurance - Company: GEICO ANY
MINSUR012: Autos/Other Vehicle Insurance - Company: The General ANY
MINSUR013: Autos/Other Vehicle Insurance - Company: The Hartford ANY
MINSUR015: Autos/Other Vehicle Insurance - Company: Liberty Mutual ANY
MINSUR016: Autos/Other Vehicle Insurance - Company: Mercury ANY
MINSUR017: Autos/Other Vehicle Insurance - Company: MetLife ANY
MINSUR018: Autos/Other Vehicle Insurance - Company: Nationwide ANY
MINSUR019: Autos/Other Vehicle Insurance - Company: Progressive ANY

Home and Personal Property Insurance

MINSUR255: Homeowners Or Personal Property Insurance: Homeowner Currently Carries
MINSUR257: Homeowners Or Personal Property Insurance: Renter Currently Carries
MINSUR259: Homeowners Or Personal Property Insurance: Condominium/Co-op Currently Carries
MINSUR056: Homeowners Or Personal Property Insurance: Any Currently Carries
MINSUR057: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for jewelry or furs
MINSUR058: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for collections (antiques coins etc.)
MINSUR059: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Floater for other personal items
MINSUR060: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Coverage for earthquakes or floods

MINSUR178: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Other additional coverage
MINSUR272: Insurance: Homeowners/Property - Floater Policy Or Additional Coverage: Any Floater
MINSUR064: Insurance: Homeowners Or Personal Property Insurance - Company: AAA
MINSUR066: Insurance: Homeowners Or Personal Property Insurance - Company: Allstate
MINSUR067: Insurance: Homeowners Or Personal Property Insurance - Company: American Family
MINSUR261: Insurance: Homeowners Or Personal Property Insurance - Company: Amica
MINSUR068: Insurance: Homeowners Or Personal Property Insurance - Company: Country Financial
MINSUR262: Insurance: Homeowners Or Personal Property Insurance - Company: Esurance
MINSUR070: Insurance: Homeowners Or Personal Property Insurance - Company: Farmers Insurance
MINSUR071: Insurance: Homeowners Or Personal Property Insurance - Company: Foremost
MINSUR072: Insurance: Homeowners Or Personal Property Insurance - Company: GEICO
MINSUR073: Insurance: Homeowners Or Personal Property Insurance - Company: The Hartford
MINSUR074: Insurance: Homeowners Or Personal Property Insurance - Company: Liberty Mutual
MINSUR075: Insurance: Homeowners Or Personal Property Insurance - Company: MetLife
MINSUR076: Insurance: Homeowners Or Personal Property Insurance - Company: Nationwide
MINSUR077: Insurance: Homeowners Or Personal Property Insurance - Company: Progressive
MINSUR078: Insurance: Homeowners Or Personal Property Insurance - Company: Safeco
MINSUR079: Insurance: Homeowners Or Personal Property Insurance - Company: State Farm
MINSUR080: Insurance: Homeowners Or Personal Property Insurance - Company: Travelers
MINSUR081: Insurance: Homeowners Or Personal Property Insurance - Company: USAA
MINSUR082: Insurance: Homeowners Or Personal Property Insurance - Company: Other
MINSUR083: Insurance: Homeowners Or Personal Property Insurance - Decision Maker: Yourself (alone or with someone else)
MINSUR084: Insurance: Homeowners Or Personal Property Insurance - Decision Maker: Someone else
MINSUR085: Insurance: Homeowners Or Personal Property Insurance - How Acquired: From an agent
MINSUR087: Insurance: Homeowners Or Personal Property Insurance - How Acquired: Direct from insurance company via phone
MINSUR088: Insurance: Homeowners Or Personal Property Insurance - How Acquired: Direct from insurance company via website
MINSUR089: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: Less than \$10000
MINSUR090: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$10000 - \$24999
MINSUR091: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$25000 - \$49999
MINSUR092: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$50000 - \$74999
MINSUR093: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$75000 - \$99999
MINSUR094: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$100000 - \$199999
MINSUR095: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$200000 - \$299999
MINSUR096: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$300000 - \$499999
MINSUR097: Insurance: Homeowners Or Personal Property Insurance - Total Value Of Coverage: \$500000+
MINSUR061: More About Insurance: Other Homeowners/Personal Property Insurance

Life Insurance

MINSUR098: Insurance: Life Insurance: Currently carry
MINSUR099: Life Insurance - Companies: AAA Have policy or Acquired in Last 12 Months
MINSUR100: Life Insurance - Companies: AARP from New York Life Have policy or Acquired in Last 12 Months
MINSUR101: Life Insurance - Companies: Aetna Have policy or Acquired in Last 12 Months

MINSUR102: Life Insurance - Companies: AFLAC Have policy or Acquired in Last 12 Months
MINSUR103: Life Insurance - Companies: AIG American General Have policy or Acquired in Last 12 Months
MINSUR104: Life Insurance - Companies: Allstate Have policy or Acquired in Last 12 Months
MINSUR105: Life Insurance - Companies: American Family Have policy or Acquired in Last 12 Months
MINSUR106: Life Insurance - Companies: AXA Equitable Have policy or Acquired in Last 12 Months
MINSUR263: Life Insurance - Companies: Brighthouse Financial Have policy or Acquired in Last 12 Months
MINSUR108: Life Insurance - Companies: Cigna Have policy or Acquired in Last 12 Months
MINSUR109: Life Insurance - Companies: Colonial Penn Have policy or Acquired in Last 12 Months
MINSUR110: Life Insurance - Companies: Farm Bureau Have policy or Acquired in Last 12 Months
MINSUR111: Life Insurance - Companies: Farmers Insurance Have policy or Acquired in Last 12 Months
MINSUR113: Life Insurance - Companies: Gerber Life Have policy or Acquired in Last 12 Months
MINSUR114: Life Insurance - Companies: Guardian Have policy or Acquired in Last 12 Months
MINSUR115: Life Insurance - Companies: The Hartford Have policy or Acquired in Last 12 Months
MINSUR116: Life Insurance - Companies: John Hancock Have policy or Acquired in Last 12 Months
MINSUR117: Life Insurance - Companies: Lincoln Financial Group Have policy or Acquired in Last 12 Months
MINSUR118: Life Insurance - Companies: MassMutual Have policy or Acquired in Last 12 Months
MINSUR119: Life Insurance - Companies: MetLife Have policy or Acquired in Last 12 Months
MINSUR120: Life Insurance - Companies: Mutual of Omaha Have policy or Acquired in Last 12 Months
MINSUR121: Life Insurance - Companies: Nationwide Have policy or Acquired in Last 12 Months
MINSUR122: Life Insurance - Companies: New York Life Have policy or Acquired in Last 12 Months
MINSUR123: Life Insurance - Companies: Northwestern Mutual Have policy or Acquired in Last 12 Months
MINSUR124: Life Insurance - Companies: Pacific Life Have policy or Acquired in Last 12 Months
MINSUR125: Life Insurance - Companies: Principal Have policy or Acquired in Last 12 Months
MINSUR126: Life Insurance - Companies: Prudential Have policy or Acquired in Last 12 Months
MINSUR128: Life Insurance - Companies: State Farm Have policy or Acquired in Last 12 Months
MINSUR129: Life Insurance - Companies: TIAA Have policy or Acquired in Last 12 Months
MINSUR273: Life Insurance - Companies: Transamerica Have policy or Acquired in Last 12 Months
MINSUR130: Life Insurance - Companies: Unum Group Have policy or Acquired in Last 12 Months
MINSUR131: Life Insurance - Companies: USAA Have policy or Acquired in Last 12 Months
MINSUR132: Life Insurance - Companies: Veterans Group Life (VGLI) Have policy or Acquired in Last 12 Months
MINSUR133: Life Insurance - Companies: Voya Have policy or Acquired in Last 12 Months
MINSUR134: Life Insurance - Companies: Other Have policy or Acquired in Last 12 Months
MINSUR135: Life Insurance - Companies: Any Company Have policy or Acquired in Last 12 Months
MINSUR136: Life Insurance - Companies: Any Company or Source Have policy or Acquired in Last 12 Months
MINSUR137: Insurance: Life Insurance - Number Of Policies Carried: 1
MINSUR138: Insurance: Life Insurance - Number Of Policies Carried: 2
MINSUR139: Insurance: Life Insurance - Number Of Policies Carried: 3
MINSUR140: Insurance: Life Insurance - Number Of Policies Carried: 4+
MINSUR141: Insurance: Life Insurance - Policies Carried: Separate term policy
MINSUR142: Insurance: Life Insurance - Policies Carried: Separate whole life policy
MINSUR143: Insurance: Life Insurance - Policies Carried: Combination term/whole life policy
MINSUR144: Insurance: Life Insurance - Policies Carried: Universal Life
MINSUR145: Insurance: Life Insurance - Policies Carried: Variable life
MINSUR146: Insurance: Life Insurance - Source: From a union

MINSUR147: Insurance: Life Insurance - Source: From a place of work
MINSUR148: Insurance: Life Insurance - Source: From a fraternal or other membership group
MINSUR149: Insurance: Life Insurance - Source: Veterans life insurance
MINSUR150: Insurance: Life Insurance - Source: From a bank
MINSUR151: Insurance: Life Insurance - Source: With loan mortgage or installment payments
MINSUR152: Insurance: Life Insurance - Source: Through an agent representing one company
MINSUR153: Insurance: Life Insurance - Source: Through an agent (broker) for many companies
MINSUR154: Insurance: Life Insurance - Source: In response to mail advertising (no agent)
MINSUR155: Insurance: Life Insurance - Source: Direct from insurance company via phone (no agent)
MINSUR156: Insurance: Life Insurance - Source: Direct from insurance company via website (no agent)
MINSUR157: Insurance: Life Insurance - Total Value: Less than \$20000
MINSUR158: Insurance: Life Insurance - Total Value: \$20000 - \$49999
MINSUR159: Insurance: Life Insurance - Total Value: \$50000 - \$99999
MINSUR160: Insurance: Life Insurance - Total Value: \$100000 - \$149999
MINSUR161: Insurance: Life Insurance - Total Value: \$150000 - \$249999
MINSUR162: Insurance: Life Insurance - Total Value: \$250000 - \$499999
MINSUR163: Insurance: Life Insurance - Total Value: \$500000+

Medical Insurance

MINSUR164: Insurance: Medical Insurance: Personally covered by medical/hospital/accident i**
MINSUR165: Insurance: Medical Insurance: You and other household/family members
MINSUR166: Insurance: Medical Insurance: You Alone
MINSUR167: Insurance: Medical Insurance - Companies: AARP
MINSUR168: Insurance: Medical Insurance - Companies: Aetna
MINSUR169: Insurance: Medical Insurance - Companies: AFLAC
MINSUR170: Insurance: Medical Insurance - Companies: Bankers Life
MINSUR171: Insurance: Medical Insurance - Companies: BlueCross BlueShield
MINSUR172: Insurance: Medical Insurance - Companies: Cigna
MINSUR264: Insurance: Medical Insurance - Companies: Colonial Life
MINSUR173: Insurance: Medical Insurance - Companies: Health Net
MINSUR174: Insurance: Medical Insurance - Companies: Humana
MINSUR175: Insurance: Medical Insurance - Companies: Kaiser Permanente
MINSUR176: Insurance: Medical Insurance - Companies: MetLife
MINSUR177: Insurance: Medical Insurance - Companies: Mutual of Omaha
MINSUR179: Insurance: Medical Insurance - Companies: State Farm
MINSUR180: Insurance: Medical Insurance - Companies: United Healthcare
MINSUR265: Insurance: Medical Insurance - Companies: Unum
MINSUR181: Insurance: Medical Insurance - Companies: Other
MINSUR182: Insurance: Medical Insurance - Did You Choose To Change Insurance Companies: Yes
MINSUR183: Insurance: Medical Insurance - How Obtained: From a union
MINSUR184: Insurance: Medical Insurance - How Obtained: From a place of work
MINSUR185: Insurance: Medical Insurance - How Obtained: From a fraternal or other membership group
MINSUR186: Insurance: Medical Insurance - How Obtained: State or national healthcare exchange
MINSUR187: Insurance: Medical Insurance - How Obtained: Other government source
MINSUR188: Insurance: Medical Insurance - How Obtained: Through an agent representing one company
MINSUR189: Insurance: Medical Insurance - How Obtained: Agent (broker) representing more than one company
MINSUR190: Insurance: Medical Insurance - How Obtained: Mail advertising or Phone contact (no agent)
MINSUR191: Insurance: Medical Insurance - How Obtained: Through the Internet
MINSUR192: Insurance: Medical Insurance - Kind Of Policy: EPO (Exclusive Provider Organization)
MINSUR193: Insurance: Medical Insurance - Kind Of Policy: HMO (Health Maintenance Organization)
MINSUR194: Insurance: Medical Insurance - Kind Of Policy: POS (Point-of-Service)
MINSUR195: Insurance: Medical Insurance - Kind Of Policy: PPO (Preferred Provider Organization)
MINSUR196: Insurance: Medical Insurance - Kind Of Policy: Traditional Indemnity/Fee-for-Service
MINSUR197: Insurance: Medical Insurance - Kind Of Policy: Catastrophic/High Deductible
MINSUR198: Insurance: Medical Insurance - Kind Of Policy: Other
MINSUR199: Insurance: Medical Insurance - Type Of Policy: Non-Government (e.g. Group Individual etc.)
MINSUR200: Insurance: Medical Insurance - Type Of Policy: Medicaid

MINSUR201: Insurance: Medical Insurance - Type Of Policy: Medicare

Other Insurance Products

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

More About Insurance

MINSUR267: Insurance: Medical Insurance - Kind Of Policy: Supplemental/Gap Insurance
MINSUR203: More About Insurance: Agent Recommendation Homeowners/Personal Property Insurance
MINSUR207: More About Insurance: Customer Service Homeowners/Personal Property Insurance
MINSUR211: More About Insurance: Financial Stability of Company Homeowners/Personal Property Insurance
MINSUR215: More About Insurance: Location Homeowners/Personal Property Insurance
MINSUR219: More About Insurance: Rates Homeowners/Personal Property Insurance
MINSUR223: More About Insurance: Reputation of Company Homeowners/Personal Property Insurance
MINSUR227: More About Insurance: Simplicity of Application Homeowners/Personal Property Insurance
MINSUR231: More About Insurance: Size of Company Homeowners/Personal Property Insurance
MINSUR235: More About Insurance: Years in Business Homeowners/Personal Property Insurance

Leisure

Camping

MLEISUR001: Camping - Number Of Overnight Trips: Any
MLEISUR002: Camping - Where Camped/Number Of Nights: National Parks/Forests: Any
MLEISUR003: Camping - Where Camped/Number Of Nights: State Parks/Forests: Any
MLEISUR004: Camping - Where Camped/Number Of Nights: Other Publicly Owned Campgrounds: Any
MLEISUR005: Camping - Where Camped/Number Of Nights: KOA Campgrounds: Any
MLEISUR006: Camping - Where Camped/Number Of Nights: Independently Owned Campgrounds: Any
MLEISUR007: Camping Equipment: Air Mattress (Inflatable) Household Owns or Bought in last 12 months
MLEISUR008: Camping Equipment: Backpack Household Owns or Bought in last 12 months
MLEISUR009: Camping Equipment: Beverage Containers Household Owns or Bought in last 12 months
MLEISUR010: Camping Equipment: Compass Household Owns or Bought in last 12 months
MLEISUR011: Camping Equipment: Daypack Household Owns or Bought in last 12 months
MLEISUR012: Camping Equipment: Sleeping Bag Household Owns or Bought in last 12 months
MLEISUR013: Camping Equipment: Hunting Knife Household Owns or Bought in last 12 months
MLEISUR014: Camping Equipment: Tent Household Owns or Bought in last 12 months
MLEISUR015: Camping Equipment: Cooler or Ice Chest (under 24 quarts) Household Owns or Bought in last 12 months
MLEISUR016: Camping Equipment: Cooler or Ice Chest (24 quarts & over) Household Owns or Bought in last 12 months

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

Gambling

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

Leisure Activities

MLEISUR036: Leisure Activities - How Often Engaged In: Adult education courses Participated in last 12 months
MLEISUR037: Leisure Activities - How Often Engaged In: Aquarium attendance Participated in last 12 months
MLEISUR038: Leisure Activities - How Often Engaged In: Attend auto shows Participated in last 12 months
MLEISUR039: Leisure Activities - How Often Engaged In: Attend art galleries or shows Participated in last 12 months
MLEISUR040: Leisure Activities - How Often Engaged In: Attend horse races Participated in last 12 months
MLEISUR041: Leisure Activities - How Often Engaged In: Attend country music performances Participated in last 12 months
MLEISUR042: Leisure Activities - How Often Engaged In: Attend rock music performances Participated in last 12 months
MLEISUR043: Leisure Activities - How Often Engaged In: Attend classical music/opera performances Participated in last 12 months
MLEISUR044: Leisure Activities - How Often Engaged In: Attend other music performances Participated in last 12 months
MLEISUR045: Leisure Activities - How Often Engaged In: Attend dance performances Participated in last 12 months
MLEISUR046: Leisure Activities - How Often Engaged In: Attend a circus Participated in last 12 months
MLEISUR047: Leisure Activities - How Often Engaged In: Baking Participated in last 12 months
MLEISUR048: Leisure Activities - How Often Engaged In: Barbecuing Participated in last 12 months
MLEISUR049: Leisure Activities - How Often Engaged In: Go to bars/night clubs Participated in last 12 months
MLEISUR050: Leisure Activities - How Often Engaged In: Go to beach Participated in last 12 months [38]
MLEISUR051: Leisure Activities - How Often Engaged In: Billiards/pool Participated in last 12 months
MLEISUR052: Leisure Activities - How Often Engaged In: Birdwatching Participated in last 12 months
MLEISUR053: Leisure Activities - How Often Engaged In: Board games Participated in last 12 months
MLEISUR054: Leisure Activities - How Often Engaged In: Book clubs Participated in last 12 months
MLEISUR055: Leisure Activities - How Often Engaged In: Chess Participated in last 12 months
MLEISUR056: Leisure Activities - How Often Engaged In: Cooking for fun Participated in last 12 months
MLEISUR058: Leisure Activities - How Often Engaged In: Crossword puzzles Participated in last 12 months

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

Listen to Sports on Radio

MSPORTS001: Listen To Sports Events On Radio: Alpine skiing & ski jumping Regularly
MSPORTS002: Listen To Sports Events On Radio: Auto racing - NASCAR Regularly
MSPORTS003: Listen To Sports Events On Radio: Auto racing - Other Regularly
MSPORTS004: Listen To Sports Events On Radio: Baseball - College Regularly
MSPORTS005: Listen To Sports Events On Radio: Baseball - MLB Regular Season Regularly

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

Lottery

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

Movies

MMOVIE001: Movie Attendance: Attended a movie in the last 12 months
MMOVIE002: Movie Attendance: Attended a movie in the last 6 months
MMOVIE003: Movie Attendance - Did You Attend A Movie...: In 3D
MMOVIE004: Movie Attendance - Did You Attend A Movie...: In an Imax theater
MMOVIE005: Movie Attendance - Number Of Times Attended: Once a week or more
MMOVIE006: Movie Attendance - Number Of Times Attended: 2-3 times a month
MMOVIE007: Movie Attendance - Number Of Times Attended: Once a month
MMOVIE008: Movie Attendance - Number Of Times Attended: Less than once a month
MMOVIE009: Movie Attendance - Prefer To See A New Movie: Opening weekend
MMOVIE010: Movie Attendance - Prefer To See A New Movie: After opening weekend but within the first 2 weeks
MMOVIE011: Movie Attendance - Prefer To See A New Movie: After the second week
MMOVIE012: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Action

MMOVIE013: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Adventure
MMOVIE014: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Comedy
MMOVIE015: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Drama
MMOVIE016: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Fantasy
MMOVIE017: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Romance
MMOVIE018: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Crime
MMOVIE019: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Science Fiction
MMOVIE020: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Family
MMOVIE021: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Thriller
MMOVIE022: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Horror
MMOVIE042: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Animation
MMOVIE043: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Biography
MMOVIE023: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Action
MMOVIE024: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Adventure
MMOVIE025: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Comedy
MMOVIE026: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Drama
MMOVIE027: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Fantasy
MMOVIE028: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Romance
MMOVIE029: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Crime
MMOVIE030: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Science Fiction
MMOVIE031: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Family
MMOVIE032: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Thriller
MMOVIE033: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Horror
MMOVIE044: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Animation
MMOVIE045: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Genre: Total Viewing Cume: Biography
MMOVIE034: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: G
MMOVIE035: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG
MMOVIE036: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: PG-13
MMOVIE037: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Heavy Viewing Cumes: R
MMOVIE038: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: G
MMOVIE039: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG
MMOVIE040: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: PG-13
MMOVIE041: Movie Viewing (Saw At Movie Theater In Past 6 Months) - Ratings: Total Viewing Cume: R
MMOVIE046: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Action
MMOVIE047: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Adventure
MMOVIE048: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Comedy
MMOVIE049: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Drama
MMOVIE050: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Fantasy
MMOVIE051: Movie Viewing (Saw Outside Of A Movie Theater In Past 6 Months) - Genre: Heavy Viewing Cume: Romance

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

Needlecraft and Sewing

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

Organizations and Clubs

MCLUBS001: Leisure/Sports: Organizations/Clubs - Member Of: AARP
MCLUBS002: Leisure/Sports: Organizations/Clubs - Member Of: Fraternal orders
MCLUBS003: Leisure/Sports: Organizations/Clubs - Member Of: Religious clubs
MCLUBS004: Leisure/Sports: Organizations/Clubs - Member Of: Civic clubs
MCLUBS005: Leisure/Sports: Organizations/Clubs - Member Of: Veterans clubs

MCLUBS006: Leisure/Sports: Organizations/Clubs - Member Of: A body of local government
MCLUBS007: Leisure/Sports: Organizations/Clubs - Member Of: Country clubs
MCLUBS008: Leisure/Sports: Organizations/Clubs - Member Of: Business Club
MCLUBS009: Leisure/Sports: Organizations/Clubs - Member Of: Collectors Clubs
MCLUBS010: Leisure/Sports: Organizations/Clubs - Member Of: Union
MCLUBS011: Leisure/Sports: Organizations/Clubs - Member Of: School or College Board
MCLUBS012: Leisure/Sports: Organizations/Clubs - Member Of: Church Board
MCLUBS014: Leisure/Sports: Organizations/Clubs - Member Of: Other

Physical Fitness

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

Recreation Items/Vehicles

MRECVH064: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) Household Owns or Acquired in Last 12 Months
MRECVH065: Recreation Items/Vehicles/Boats: Outboard motor (25-75 Hp) Household Owns or Acquired in Last 12 Months
MRECVH066: Recreation Items/Vehicles/Boats: Outboard motor (over 75 Hp) Household Owns or Acquired in Last 12 Months
MRECVH029: Recreation Items/Vehicles/Boats: Inboard/outboard power boat (sterndrive) Household Owns or Acquired in Last 12 Months
MRECVH022: Recreation Items/Vehicles/Boats: Power boat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVH024: Recreation Items/Vehicles/Boats: Power boat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVH026: Recreation Items/Vehicles/Boats: Bass/Fishing boat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVH028: Recreation Items/Vehicles/Boats: Bass/Fishing boat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVH030: Recreation Items/Vehicles/Boats: Sailboat (under 16 ft.) Household Owns or Acquired in Last 12 Months
MRECVH032: Recreation Items/Vehicles/Boats: Sailboat (16 ft. +) Household Owns or Acquired in Last 12 Months
MRECVH043: Recreation Items/Vehicles/Boats: Inflatable boat Household Owns or Acquired in Last 12 Months
MRECVH045: Recreation Items/Vehicles/Boats: Personal watercraft Household Owns or Acquired in Last 12 Months
MRECVH047: Recreation Items/Vehicles/Boats: Rowboat Household Owns or Acquired in Last 12 Months
MRECVH049: Recreation Items/Vehicles/Boats: Canoe Household Owns or Acquired in Last 12 Months
MRECVH051: Recreation Items/Vehicles/Boats: Kayak Household Owns or Acquired in Last 12 Months
MRECVH053: Recreation Items/Vehicles/Boats: Boat trailer Household Owns or Acquired in Last 12 Months
MRECVH055: Recreation Items/Vehicles/Boats: Motorhome Household Owns or Acquired in Last 12 Months
MRECVH057: Recreation Items/Vehicles/Boats: Towable trailer camper Household Owns or Acquired in Last 12 Months
MRECVH059: Recreation Items/Vehicles/Boats: Towable folding tent camper (pop-up) Household Owns or Acquired in Last 12 Months
MRECVH061: Recreation Items/Vehicles/Boats: Other camper/trailer Household Owns or Acquired in Last 12 Months
MRECVH067: Recreation Items/Vehicles/Boats: Snowmobile Household Owns or Acquired in Last 12 Months
MRECVH001: Recreation Items/Vehicles/Boats: Outboard motor (under 25 Hp) Household Owns or Acquired in Last 12 Months

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

Sports and Recreation Equipment

MSPRTEQ001: Sport/Recreation Equipment: Baseball gloves Own or Bought in last 12 months
MSPRTEQ002: Sport/Recreation Equipment: Basketball Own or Bought in last 12 months
MSPRTEQ003: Sport/Recreation Equipment: Bicycle helmet Own or Bought in last 12 months
MSPRTEQ004: Sport/Recreation Equipment: Bow Own or Bought in last 12 months
MSPRTEQ005: Sport/Recreation Equipment: Bowling balls Own or Bought in last 12 months

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

Sports Participation

MSPTPLY001: Sports - How Often Engaged In: Aerobics Participated in last 12 months
MSPTPLY002: Sports - How Often Engaged In: Archery Participated in last 12 months
MSPTPLY003: Sports - How Often Engaged In: Auto racing Participated in last 12 months
MSPTPLY004: Sports - How Often Engaged In: Backpacking Participated in last 12 months
MSPTPLY005: Sports - How Often Engaged In: Baseball Participated in last 12 months
MSPTPLY006: Sports - How Often Engaged In: Basketball Participated in last 12 months
MSPTPLY007: Sports - How Often Engaged In: Bicycling - Mountain Participated in last 12 months
MSPTPLY008: Sports - How Often Engaged In: Bicycling - Road Participated in last 12 months
MSPTPLY009: Sports - How Often Engaged In: Boating (power) Participated in last 12 months
MSPTPLY010: Sports - How Often Engaged In: Bowling Participated in last 12 months

MSPTPLY011: Sports - How Often Engaged In: Canoeing/kayaking Participated in last 12 months
MSPTPLY012: Sports - How Often Engaged In: Fishing - fresh water Participated in last 12 months
MSPTPLY013: Sports - How Often Engaged In: Fishing - salt water Participated in last 12 months
MSPTPLY014: Sports - How Often Engaged In: Football Participated in last 12 months
MSPTPLY015: Sports - How Often Engaged In: Frisbee Participated in last 12 months
MSPTPLY016: Sports - How Often Engaged In: Golf Participated in last 12 months
MSPTPLY017: Sports - How Often Engaged In: Hiking Participated in last 12 months
MSPTPLY018: Sports - How Often Engaged In: Hockey Participated in last 12 months
MSPTPLY019: Sports - How Often Engaged In: Horseback riding Participated in last 12 months
MSPTPLY020: Sports - How Often Engaged In: Hunting with bow & arrow Participated in last 12 months
MSPTPLY021: Sports - How Often Engaged In: Hunting with handgun Participated in last 12 months
MSPTPLY022: Sports - How Often Engaged In: Hunting with rifle Participated in last 12 months
MSPTPLY023: Sports - How Often Engaged In: Hunting with shotgun Participated in last 12 months
MSPTPLY024: Sports - How Often Engaged In: Ice skating Participated in last 12 months
MSPTPLY025: Sports - How Often Engaged In: Jet skiing Participated in last 12 months
MSPTPLY026: Sports - How Often Engaged In: Jogging/running Participated in last 12 months
MSPTPLY027: Sports - How Often Engaged In: Karate Participated in last 12 months
MSPTPLY028: Sports - How Often Engaged In: Kick boxing Participated in last 12 months
MSPTPLY029: Sports - How Often Engaged In: Marathon/Triathlon (training and events) Participated in last 12 months
MSPTPLY030: Sports - How Often Engaged In: Martial Arts Participated in last 12 months
MSPTPLY031: Sports - How Often Engaged In: Motocross Participated in last 12 months
MSPTPLY032: Sports - How Often Engaged In: Motorcycling Participated in last 12 months
MSPTPLY068: Sports - How Often Engaged In: Paintball Participated in last 12 months
MSPTPLY033: Sports - How Often Engaged In: Pilates Participated in last 12 months
MSPTPLY034: Sports - How Often Engaged In: Ping Pong/Table Tennis Participated in last 12 months
MSPTPLY035: Sports - How Often Engaged In: Racquetball Participated in last 12 months
MSPTPLY036: Sports - How Often Engaged In: Rock climbing Participated in last 12 months
MSPTPLY037: Sports - How Often Engaged In: Roller blading/in-line skating Participated in last 12 months
MSPTPLY038: Sports - How Often Engaged In: Roller skating Participated in last 12 months
MSPTPLY039: Sports - How Often Engaged In: Rowing: stationary/outdoor Participated in last 12 months
MSPTPLY040: Sports - How Often Engaged In: Sailing Participated in last 12 months
MSPTPLY041: Sports - How Often Engaged In: Scuba diving Participated in last 12 months
MSPTPLY042: Sports - How Often Engaged In: Skateboarding Participated in last 12 months
MSPTPLY043: Sports - How Often Engaged In: Skiing - Cross country Participated in last 12 months
MSPTPLY044: Sports - How Often Engaged In: Skiing - Downhill Participated in last 12 months
MSPTPLY045: Sports - How Often Engaged In: Snorkeling/skin diving Participated in last 12 months
MSPTPLY046: Sports - How Often Engaged In: Snowboarding Participated in last 12 months
MSPTPLY047: Sports - How Often Engaged In: Snowmobiling Participated in last 12 months
MSPTPLY048: Sports - How Often Engaged In: Soccer Participated in last 12 months
MSPTPLY049: Sports - How Often Engaged In: Softball Participated in last 12 months
MSPTPLY050: Sports - How Often Engaged In: Spinning Participated in last 12 months
MSPTPLY051: Sports - How Often Engaged In: Surfing/windsurfing Participated in last 12 months
MSPTPLY052: Sports - How Often Engaged In: Swimming Participated in last 12 months
MSPTPLY053: Sports - How Often Engaged In: Target shooting Participated in last 12 months
MSPTPLY054: Sports - How Often Engaged In: Tennis Participated in last 12 months
MSPTPLY055: Sports - How Often Engaged In: Volleyball Participated in last 12 months
MSPTPLY056: Sports - How Often Engaged In: Wakeboarding Participated in last 12 months
MSPTPLY057: Sports - How Often Engaged In: Walking for exercise Participated in last 12 months
MSPTPLY058: Sports - How Often Engaged In: Water skiing Participated in last 12 months
MSPTPLY059: Sports - How Often Engaged In: Weight lifting Participated in last 12 months

MSPTPLY060: Sports - How Often Engaged In: Whitewater rafting Participated in last 12 months
MSPTPLY061: Sports - How Often Engaged In: Yoga Participated in last 12 months
MSPTPLY062: Sports - How Often Engaged In: Zumba Participated in last 12 months
MSPTPLY063: Sports - How Often Engaged In: Other Participated in last 12 months

Sports Clothing

MSPTPLY069: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear Under \$100
MSPTPLY070: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$100 - \$149
MSPTPLY071: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$150 - \$299
MSPTPLY072: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$300+
MSPTPLY073: Sports Clothing - Amount Spent In Total: Athletic/Workout Wear \$100+
MSPTPLY074: Sports Clothing - Amount Spent In Total: Bicycle Clothing Under \$100
MSPTPLY075: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$100 - \$149
MSPTPLY076: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$150 - \$299
MSPTPLY077: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$300+
MSPTPLY078: Sports Clothing - Amount Spent In Total: Bicycle Clothing \$100+
MSPTPLY079: Sports Clothing - Amount Spent In Total: Golf Clothing Under \$100
MSPTPLY080: Sports Clothing - Amount Spent In Total: Golf Clothing \$100 - \$149
MSPTPLY081: Sports Clothing - Amount Spent In Total: Golf Clothing \$150 - \$299
MSPTPLY082: Sports Clothing - Amount Spent In Total: Golf Clothing \$300+
MSPTPLY083: Sports Clothing - Amount Spent In Total: Golf Clothing \$100+
MSPTPLY084: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing Under \$100
MSPTPLY085: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$100 - \$149
MSPTPLY086: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$150 - \$299
MSPTPLY087: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$300+
MSPTPLY088: Sports Clothing - Amount Spent In Total: Hiking/Backpacking Clothing \$100+
MSPTPLY089: Sports Clothing - Amount Spent In Total: Hunting Clothing Under \$100
MSPTPLY090: Sports Clothing - Amount Spent In Total: Hunting Clothing \$100 - \$149
MSPTPLY091: Sports Clothing - Amount Spent In Total: Hunting Clothing \$150 - \$299
MSPTPLY092: Sports Clothing - Amount Spent In Total: Hunting Clothing \$300+
MSPTPLY093: Sports Clothing - Amount Spent In Total: Hunting Clothing \$100+
MSPTPLY094: Sports Clothing - Amount Spent In Total: Marine/Boating Attire Under \$100
MSPTPLY095: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$100 - \$149
MSPTPLY096: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$150 - \$299
MSPTPLY097: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$300+
MSPTPLY098: Sports Clothing - Amount Spent In Total: Marine/Boating Attire \$100+
MSPTPLY099: Sports Clothing - Amount Spent In Total: Running Clothing Under \$100
MSPTPLY100: Sports Clothing - Amount Spent In Total: Running Clothing \$100 - \$149
MSPTPLY101: Sports Clothing - Amount Spent In Total: Running Clothing \$150 - \$299
MSPTPLY102: Sports Clothing - Amount Spent In Total: Running Clothing \$300+
MSPTPLY103: Sports Clothing - Amount Spent In Total: Running Clothing \$100+
MSPTPLY104: Sports Clothing - Amount Spent In Total: Ski Clothing Under \$100
MSPTPLY105: Sports Clothing - Amount Spent In Total: Ski Clothing \$100 - \$149
MSPTPLY106: Sports Clothing - Amount Spent In Total: Ski Clothing \$150 - \$299
MSPTPLY107: Sports Clothing - Amount Spent In Total: Ski Clothing \$300+
MSPTPLY108: Sports Clothing - Amount Spent In Total: Ski Clothing \$100+
MSPTPLY109: Sports Clothing - Amount Spent In Total: Team Sports Clothing Under \$100
MSPTPLY110: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$100 - \$149
MSPTPLY111: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$150 - \$299
MSPTPLY112: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$300+
MSPTPLY113: Sports Clothing - Amount Spent In Total: Team Sports Clothing \$100+
MSPTPLY114: Sports Clothing - Amount Spent In Total: Tennis Clothing Under \$100
MSPTPLY115: Sports Clothing - Amount Spent In Total: Tennis Clothing \$100 - \$149
MSPTPLY116: Sports Clothing - Amount Spent In Total: Tennis Clothing \$150 - \$299
MSPTPLY117: Sports Clothing - Amount Spent In Total: Tennis Clothing \$300+
MSPTPLY118: Sports Clothing - Amount Spent In Total: Tennis Clothing \$100+
MSPTPLY064: Sports Clothing - Amount Spent In Total: Any Under \$100
MSPTPLY065: Sports Clothing - Amount Spent In Total: Any \$100 - \$149
MSPTPLY066: Sports Clothing - Amount Spent In Total: Any \$150 - \$299
MSPTPLY119: Sports Clothing - Amount Spent In Total: Any \$300+
MSPTPLY067: Sports Clothing - Amount Spent In Total: Any \$100+

Sports Events Attendance

MSPTEV001: Sports Events - Attend: Alpine skiing & ski jumping Last 12 months or Regularly
MSPTEV002: Sports Events - Attend: Auto racing - NASCAR Last 12 months or Regularly
MSPTEV003: Sports Events - Attend: Auto racing - Other Last 12 months or Regularly
MSPTEV004: Sports Events - Attend: Baseball - College Last 12 months or Regularly
MSPTEV005: Sports Events - Attend: Baseball - MLB Regular Season Last 12 months or Regularly
MSPTEV006: Sports Events - Attend: Baseball - MLB Playoffs/World Series Last 12 months or Regularly
MSPTEV007: Sports Events - Attend: Basketball - College Last 12 months or Regularly
MSPTEV008: Sports Events - Attend: Basketball - NBA Regular Season Last 12 months or Regularly
MSPTEV009: Sports Events - Attend: Basketball - NBA Playoffs/Finals Last 12 months or Regularly
MSPTEV010: Sports Events - Attend: Basketball - NCAA Basketball Tourn. Last 12 months or Regularly
MSPTEV011: Sports Events - Attend: Basketball - WNBA Last 12 months or Regularly
MSPTEV012: Sports Events - Attend: Bicycle racing Last 12 months or Regularly
MSPTEV013: Sports Events - Attend: Bowling Last 12 months or Regularly
MSPTEV014: Sports Events - Attend: Boxing Last 12 months or Regularly
MSPTEV016: Sports Events - Attend: Extreme Sports - Summer Last 12 months or Regularly
MSPTEV017: Sports Events - Attend: Extreme Sports - Winter Last 12 months or Regularly
MSPTEV018: Sports Events - Attend: Figure skating Last 12 months or Regularly
MSPTEV019: Sports Events - Attend: Fishing Last 12 months or Regularly
MSPTEV020: Sports Events - Attend: Football - College Last 12 months or Regularly
MSPTEV021: Sports Events - Attend: Football - NFL Monday Thursday or Sunday Night Games Last 12 months or Regularly
MSPTEV022: Sports Events - Attend: Football - NFL Weekend Games (Day) Last 12 months or Regularly
MSPTEV023: Sports Events - Attend: Football - NFL Playoffs/Super Bowl Last 12 months or Regularly
MSPTEV024: Sports Events - Attend: Golf - PGA Last 12 months or Regularly
MSPTEV025: Sports Events - Attend: Golf - PGA Last 12 months or Regularly
MSPTEV026: Sports Events - Attend: Golf - Other Last 12 months or Regularly
MSPTEV028: Sports Events - Attend: Gymnastics Last 12 months or Regularly
MSPTEV029: Sports Events - Attend: High School Sports Last 12 months or Regularly
MSPTEV030: Sports Events - Attend: Horse racing (at track or OTB) Last 12 months or Regularly
MSPTEV031: Sports Events - Attend: Ice Hockey - NHL Regular Season Last 12 months or Regularly
MSPTEV032: Sports Events - Attend: Ice Hockey - NHL Playoffs and Stanley Cup Finals Last 12 months or Regularly
MSPTEV033: Sports Events - Attend: Lacrosse - MLL Last 12 months or Regularly
MSPTEV034: Sports Events - Attend: Marathon Triathlon & Obstacle Race Last 12 months or Regularly
MSPTEV036: Sports Events - Attend: Motorcycle racing Last 12 months or Regularly
MSPTEV037: Sports Events - Attend: Olympics - Summer Last 12 months or Regularly
MSPTEV038: Sports Events - Attend: Olympics - Winter Last 12 months or Regularly
MSPTEV039: Sports Events - Attend: Poker Tournament Last 12 months or Regularly
MSPTEV040: Sports Events - Attend: Pro Bull Riding (PBR) Last 12 months or Regularly
MSPTEV041: Sports Events - Attend: Rodeo Last 12 months or Regularly
MSPTEV042: Sports Events - Attend: Soccer - MLS Last 12 months or Regularly
MSPTEV043: Sports Events - Attend: Soccer - World Cup Last 12 months or Regularly
MSPTEV107: Sports Events - Attend: Soccer - U.S. Mens National Team Last 12 months or Regularly
MSPTEV108: Sports Events - Attend: Soccer - U.S. Womens National Team Last 12 months or Regularly
MSPTEV109: Sports Events - Attend: Soccer - International Last 12 months or Regularly
MSPTEV044: Sports Events - Attend: Tennis - Mens Last 12 months or Regularly
MSPTEV045: Sports Events - Attend: Tennis - Womens Last 12 months or Regularly
MSPTEV046: Sports Events - Attend: Track & field Last 12 months or Regularly
MSPTEV047: Sports Events - Attend: Truck and tractor pull/Mud racing Last 12 months or Regularly
MSPTEV100: Sports Events - Attend: Ultimate Fighting Championship (UFC) Last 12 months or Regularly
MSPTEV035: Sports Events - Attend: Other Mixed Martial Arts (MMA) Last 12 months or Regularly
MSPTEV048: Sports Events - Attend: Volleyball - Pro Beach Last 12 months or Regularly
MSPTEV050: Sports Events - Attend: Wrestling - WWE Last 12 months or Regularly
MSPTEV051: Sports Events - Attend: Wrestling - Other Professional Last 12 months or Regularly
MSPTEV052: Sports Events - Watch On Tv: Alpine skiing & ski jumping Last 12 months or Regularly

MSPTEV110: Sports Events - Watch On Tv: Soccer - U.S. Mens National Team Last 12 months or Regularly
MSPTEV111: Sports Events - Watch On Tv: Soccer - U.S. Womens National Team Last 12 months or Regularly
MSPTEV112: Sports Events - Watch On Tv: Soccer - International Last 12 months or Regularly

Sports on Television

MSPTEV053: Sports Events - Watch On Tv: Auto racing - NASCAR Last 12 months or Regularly
MSPTEV054: Sports Events - Watch On Tv: Auto racing - Other Last 12 months or Regularly
MSPTEV055: Sports Events - Watch On Tv: Baseball - College Last 12 months or Regularly
MSPTEV056: Sports Events - Watch On Tv: Baseball - MLB Regular Season Last 12 months or Regularly
MSPTEV057: Sports Events - Watch On Tv: Baseball - MLB Playoffs/World Series Last 12 months or Regularly
MSPTEV058: Sports Events - Watch On Tv: Basketball - College Last 12 months or Regularly
MSPTEV059: Sports Events - Watch On Tv: Basketball - NBA Regular Season Last 12 months or Regularly
MSPTEV060: Sports Events - Watch On Tv: Basketball - NBA Playoffs/Finals Last 12 months or Regularly
MSPTEV061: Sports Events - Watch On Tv: Basketball - NCAA Basketball Tourn. Last 12 months or Regularly
MSPTEV062: Sports Events - Watch On Tv: Basketball - WNBA Last 12 months or Regularly
MSPTEV063: Sports Events - Watch On Tv: Bicycle racing Last 12 months or Regularly
MSPTEV064: Sports Events - Watch On Tv: Bowling Last 12 months or Regularly
MSPTEV065: Sports Events - Watch On Tv: Boxing Last 12 months or Regularly
MSPTEV067: Sports Events - Watch On Tv: Extreme Sports - Summer Last 12 months or Regularly
MSPTEV068: Sports Events - Watch On Tv: Extreme Sports - Winter Last 12 months or Regularly
MSPTEV069: Sports Events - Watch On Tv: Figure skating Last 12 months or Regularly
MSPTEV070: Sports Events - Watch On Tv: Fishing Last 12 months or Regularly
MSPTEV071: Sports Events - Watch On Tv: Football - College Last 12 months or Regularly
MSPTEV072: Sports Events - Watch On Tv: Football - NFL Monday Thursday or Sunday Night Games Last 12 months or Regularly
MSPTEV073: Sports Events - Watch On Tv: Football - NFL Weekend Games (Day) Last 12 months or Regularly
MSPTEV074: Sports Events - Watch On Tv: Football - NFL Playoffs/Super Bowl Last 12 months or Regularly
MSPTEV075: Sports Events - Watch On Tv: Golf - PGA Last 12 months or Regularly
MSPTEV076: Sports Events - Watch On Tv: Golf - PGA Last 12 months or Regularly
MSPTEV077: Sports Events - Watch On Tv: Golf - Other Last 12 months or Regularly
MSPTEV079: Sports Events - Watch On Tv: Gymnastics Last 12 months or Regularly
MSPTEV080: Sports Events - Watch On Tv: High School Sports Last 12 months or Regularly
MSPTEV081: Sports Events - Watch On Tv: Horse racing (at track or OTB) Last 12 months or Regularly
MSPTEV082: Sports Events - Watch On Tv: Ice Hockey - NHL Regular Season Last 12 months or Regularly
MSPTEV083: Sports Events - Watch On Tv: Ice Hockey - NHL Playoffs and Stanley Cup Finals Last 12 months or Regularly
MSPTEV084: Sports Events - Watch On Tv: Lacrosse - MLL Last 12 months or Regularly
MSPTEV085: Sports Events - Watch On Tv: Marathon Triathlon & Obstacle Race Last 12 months or Regularly
MSPTEV087: Sports Events - Watch On Tv: Motorcycle racing Last 12 months or Regularly
MSPTEV088: Sports Events - Watch On Tv: Olympics - Summer Last 12 months or Regularly
MSPTEV089: Sports Events - Watch On Tv: Olympics - Winter Last 12 months or Regularly
MSPTEV090: Sports Events - Watch On Tv: Poker Tournament Last 12 months or Regularly
MSPTEV091: Sports Events - Watch On Tv: Pro Bull Riding (PBR) Last 12 months or Regularly
MSPTEV092: Sports Events - Watch On Tv: Rodeo Last 12 months or Regularly
MSPTEV093: Sports Events - Watch On Tv: Soccer - MLS Last 12 months or Regularly
MSPTEV094: Sports Events - Watch On Tv: Soccer - World Cup Last 12 months or Regularly
MSPTEV095: Sports Events - Watch On Tv: Tennis - Mens Last 12 months or Regularly

MSPTEV096: Sports Events - Watch On Tv: Tennis - Womens Last 12 months or Regularly
MSPTEV097: Sports Events - Watch On Tv: Track & field Last 12 months or Regularly
MSPTEV098: Sports Events - Watch On Tv: Truck and tractor pull/Mud racing Last 12 months or Regularly
MSPTEV114: Sports Events - Watch On Tv: Ultimate Fighting Championship (UFC) Last 12 months or Regularly
MSPTEV086: Sports Events - Watch On Tv: Other Mixed Martial Arts (MMA) Last 12 months or Regularly
MSPTEV099: Sports Events - Watch On Tv: Volleyball - Pro Beach Last 12 months or Regularly
MSPTEV101: Sports Events - Watch On Tv: Wrestling - WWE Last 12 months or Regularly
MSPTEV102: Sports Events - Watch On Tv: Wrestling - Other Professional Last 12 months or Regularly

Summary Activities

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

Media

Cable and Pay TV

MCABTV005: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Watched last 30 days
MCABTV035: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Watched last 7 days
MCABTV037: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Full Attention
MCABTV039: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Most Attention
MCABTV043: Cable And Satellite Networks - Programs Watched: A&E: The First 48: Some Attention
MCABTV008: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Watched last 30 days
MCABTV062: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Watched last 7 days
MCABTV064: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Full Attention
MCABTV065: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Most Attention
MCABTV067: Cable And Satellite Networks - Programs Watched: Adult Swim: Family Guy: Some Attention
MCABTV009: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Watched last 30 days
MCABTV074: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Watched last 7 days
MCABTV075: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Full Attention
MCABTV076: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Most Attention
MCABTV077: Cable And Satellite Networks - Programs Watched: Adult Swim: Mike Tyson Mysteries: Some Attention
MCABTV010: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Watched last 30 days
MCABTV079: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Watched last 7 days
MCABTV081: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Full Attention
MCABTV084: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Most Attention
MCABTV085: Cable And Satellite Networks - Programs Watched: Adult Swim: Rick & Morty: Some Attention
MCABTV011: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Watched last 30 days
MCABTV086: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Watched last 7 days
MCABTV087: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Full Attention
MCABTV088: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Most Attention

MCABTV094: Cable And Satellite Networks - Programs Watched: Adult Swim: Robot Chicken: Some Attention
MCABTV239: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Watched last 30 days
MCABTV110: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Watched last 7 days
MCABTV111: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Full Attention
MCABTV129: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Most Attention
MCABTV131: Cable And Satellite Networks - Programs Watched: AMC: Better Call Saul: Some Attention
MCABTV240: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Watched last 30 days
MCABTV188: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Watched last 7 days
MCABTV204: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Full Attention
MCABTV212: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Most Attention
MCABTV220: Cable And Satellite Networks - Programs Watched: AMC: Fear the Walking Dead: Some Attention
MCABTV012: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Watched last 30 days
MCABTV225: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Watched last 7 days
MCABTV226: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Full Attention
MCABTV725: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Most Attention
MCABTV726: Cable And Satellite Networks - Programs Watched: AMC: The Walking Dead: Some Attention
MCABTV320: Television Channels Or Networks: Universal Kids Any watching
MCABTV321: Television Channels Or Networks: Universo Any watching
MCABTV018: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Watched last 30 days
MCABTV330: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Watched last 7 days
MCABTV331: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Full Attention
MCABTV332: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Most Attention
MCABTV333: Cable And Satellite Networks - Programs Watched: Bravo: Watch What Happens Live: Some Attention
MCABTV249: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Watched last 30 days
MCABTV339: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Watched last 7 days
MCABTV340: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Full Attention
MCABTV341: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Most Attention
MCABTV342: Cable And Satellite Networks - Programs Watched: Cartoon Network: Teen Titans Go!: Some Attention
MCABTV343: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Watched last 30 days
MCABTV344: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Watched last 7 days
MCABTV345: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Full Attention
MCABTV346: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Most Attention
MCABTV347: Cable And Satellite Networks - Programs Watched: Cartoon Network: We Bare Bears: Some Attention
MCABTV019: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Watched last 30 days
MCABTV348: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Watched last 7 days
MCABTV349: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Full Attention
MCABTV350: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Most Attention
MCABTV351: Cable And Satellite Networks - Programs Watched: CNBC: Fast Money: Some Attention
MCABTV250: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Watched last 30 days
MCABTV352: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Watched last 7 days

MCABTV353: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Full Attention
MCABTV354: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Most Attention
MCABTV355: Cable And Satellite Networks - Programs Watched: CNBC: Mad Money: Some Attention
MCABTV020: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Watched last 30 days
MCABTV356: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Watched last 7 days
MCABTV357: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Full Attention
MCABTV358: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Most Attention
MCABTV359: Cable And Satellite Networks - Programs Watched: CNBC: The Profit: Some Attention
MCABTV022: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Watched last 30 days
MCABTV364: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Watched last 7 days
MCABTV365: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Full Attention
MCABTV366: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Most Attention
MCABTV367: Cable And Satellite Networks - Programs Watched: CNBC: Squawk Box: Some Attention
MCABTV023: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Watched last 30 days
MCABTV368: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Watched last 7 days
MCABTV369: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Full Attention
MCABTV370: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Most Attention
MCABTV371: Cable And Satellite Networks - Programs Watched: CNN: Anderson Cooper 360: Some Attention
MCABTV251: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Watched last 30 days
MCABTV372: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Watched last 7 days
MCABTV373: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Full Attention
MCABTV374: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Most Attention
MCABTV375: Cable And Satellite Networks - Programs Watched: CNN: CNN Tonight with Don Lemon: Some Attention
MCABTV252: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Watched last 30 days
MCABTV376: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Watched last 7 days
MCABTV377: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Full Attention
MCABTV378: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Most Attention
MCABTV379: Cable And Satellite Networks - Programs Watched: CNN: Erin Burnett OutFront: Some Attention
MCABTV025: Cable And Satellite Networks - Programs Watched: CNN: New Day: Watched last 30 days
MCABTV380: Cable And Satellite Networks - Programs Watched: CNN: New Day: Watched last 7 days
MCABTV381: Cable And Satellite Networks - Programs Watched: CNN: New Day: Full Attention
MCABTV382: Cable And Satellite Networks - Programs Watched: CNN: New Day: Most Attention
MCABTV383: Cable And Satellite Networks - Programs Watched: CNN: New Day: Some Attention
MCABTV027: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Watched last 30 days
MCABTV384: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Watched last 7 days
MCABTV385: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Full Attention
MCABTV386: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Most Attention
MCABTV387: Cable And Satellite Networks - Programs Watched: Comedy Central: The Daily Show with Trevor Noah: Some Attention
MCABTV032: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Watched last 30 days

MCABTV396: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Watched last 7 days
MCABTV397: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Full Attention
MCABTV398: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Most Attention
MCABTV399: Cable And Satellite Networks - Programs Watched: Discovery Channel: Naked & Afraid: Some Attention
MCABTV033: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Watched last 30 days
MCABTV400: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Watched last 7 days
MCABTV401: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Full Attention
MCABTV402: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Most Attention
MCABTV403: Cable And Satellite Networks - Programs Watched: Discovery Channel: Street Outlaws: Some Attention
MCABTV034: Cable And Satellite Networks - Programs Watched: E!: E! News: Watched last 30 days
MCABTV404: Cable And Satellite Networks - Programs Watched: E!: E! News: Watched last 7 days
MCABTV405: Cable And Satellite Networks - Programs Watched: E!: E! News: Full Attention
MCABTV406: Cable And Satellite Networks - Programs Watched: E!: E! News: Most Attention
MCABTV407: Cable And Satellite Networks - Programs Watched: E!: E! News: Some Attention
MCABTV036: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Watched last 30 days
MCABTV408: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Watched last 7 days
MCABTV409: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Full Attention
MCABTV410: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Most Attention
MCABTV411: Cable And Satellite Networks - Programs Watched: E!: Keeping up with the Kardashians: Some Attention
MCABTV412: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Watched last 30 days
MCABTV413: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Watched last 7 days
MCABTV414: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Full Attention
MCABTV415: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Most Attention
MCABTV416: Cable And Satellite Networks - Programs Watched: E!: Live from the Red Carpet: Some Attention
MCABTV038: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Watched last 30 days
MCABTV421: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Watched last 7 days
MCABTV422: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Full Attention
MCABTV423: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Most Attention
MCABTV424: Cable And Satellite Networks - Programs Watched: ESPN: Around The Horn: Some Attention
MCABTV042: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Watched last 30 days
MCABTV425: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Watched last 7 days
MCABTV426: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Full Attention
MCABTV427: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Most Attention
MCABTV428: Cable And Satellite Networks - Programs Watched: ESPN: First Take: Some Attention
MCABTV041: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Watched last 30 days
MCABTV429: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Watched last 7 days
MCABTV430: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Full Attention
MCABTV431: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Most Attention
MCABTV432: Cable And Satellite Networks - Programs Watched: ESPN: PTI (Pardon The Interruption): Some Attention

MCABTV254: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Watched last 30 days
MCABTV433: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Watched last 7 days
MCABTV434: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Full Attention
MCABTV435: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Most Attention
MCABTV436: Cable And Satellite Networks - Programs Watched: ESPN: SportsCenter: Some Attention
MCABTV255: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Watched last 30 days
MCABTV437: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Watched last 7 days
MCABTV438: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Full Attention
MCABTV439: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Most Attention
MCABTV440: Cable And Satellite Networks - Programs Watched: ESPN2: NBA: The Jump: Some Attention
MCABTV040: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Watched last 30 days
MCABTV441: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Watched last 7 days
MCABTV442: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Full Attention
MCABTV443: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Most Attention
MCABTV444: Cable And Satellite Networks - Programs Watched: ESPN2: NFL Live: Some Attention
MCABTV256: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Watched last 30 days
MCABTV445: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Watched last 7 days
MCABTV446: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Full Attention
MCABTV447: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Most Attention
MCABTV448: Cable And Satellite Networks - Programs Watched: Food Network: Beat Bobby Flay: Some Attention
MCABTV046: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Watched last 30 days
MCABTV449: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Watched last 7 days
MCABTV450: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Full Attention
MCABTV451: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Most Attention
MCABTV452: Cable And Satellite Networks - Programs Watched: Food Network: Chopped: Some Attention
MCABTV048: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Watched last 30 days
MCABTV453: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Watched last 7 days
MCABTV454: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Full Attention
MCABTV455: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Most Attention
MCABTV456: Cable And Satellite Networks - Programs Watched: Food Network: Diners Drive-ins and Dives: Some Attention
MCABTV049: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Watched last 30 days
MCABTV457: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Watched last 7 days
MCABTV458: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Full Attention
MCABTV459: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Most Attention
MCABTV460: Cable And Satellite Networks - Programs Watched: Food Network: Guys Grocery Games: Some Attention
MCABTV051: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Watched last 30 days
MCABTV461: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Watched last 7 days
MCABTV462: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Full Attention
MCABTV463: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Most Attention

MCABTV464: Cable And Satellite Networks - Programs Watched: Fox News Channel: The Five: Some Attention
MCABTV052: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Watched last 30 days
MCABTV465: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Watched last 7 days
MCABTV466: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Full Attention
MCABTV467: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Most Attention
MCABTV468: Cable And Satellite Networks - Programs Watched: Fox News Channel: Fox and Friends: Some Attention
MCABTV053: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Watched last 30 days
MCABTV469: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Watched last 7 days
MCABTV470: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Full Attention
MCABTV471: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Most Attention
MCABTV472: Cable And Satellite Networks - Programs Watched: Fox News Channel: Hannity: Some Attention
MCABTV473: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Watched last 30 days
MCABTV474: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Watched last 7 days
MCABTV475: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Full Attention
MCABTV476: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Most Attention
MCABTV477: Cable And Satellite Networks - Programs Watched: Fox News Channel: Special Report with Bret Baier: Some Attention
MCABTV258: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Watched last 30 days
MCABTV478: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Watched last 7 days
MCABTV479: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Full Attention
MCABTV480: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Most Attention
MCABTV481: Cable And Satellite Networks - Programs Watched: Fox News Channel: Tucker Carlson Tonight: Some Attention
MCABTV058: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Watched last 30 days
MCABTV482: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Watched last 7 days
MCABTV483: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Full Attention
MCABTV484: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Most Attention
MCABTV485: Cable And Satellite Networks - Programs Watched: FX: American Horror Story: Some Attention
MCABTV486: Cable And Satellite Networks - Programs Watched: FX: Better Things: Watched last 30 days
MCABTV487: Cable And Satellite Networks - Programs Watched: FX: Better Things: Watched last 7 days
MCABTV488: Cable And Satellite Networks - Programs Watched: FX: Better Things: Full Attention
MCABTV489: Cable And Satellite Networks - Programs Watched: FX: Better Things: Most Attention
MCABTV490: Cable And Satellite Networks - Programs Watched: FX: Better Things: Some Attention
MCABTV259: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Watched last 30 days
MCABTV491: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Watched last 7 days
MCABTV492: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Full Attention
MCABTV493: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Most Attention
MCABTV494: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Chesapeake Shores: Some Attention
MCABTV260: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Watched last 30 days
MCABTV495: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Watched last 7 days
MCABTV496: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Full Attention

MCABTV497: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Most Attention
MCABTV498: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Good Witch: Some Attention
MCABTV261: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Watched last 30 days
MCABTV499: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Watched last 7 days
MCABTV500: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Full Attention
MCABTV501: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Most Attention
MCABTV502: Cable And Satellite Networks - Programs Watched: Hallmark Channel: Home & Family: Some Attention
MCABTV262: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Watched last 30 days
MCABTV503: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Watched last 7 days
MCABTV504: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Full Attention
MCABTV505: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Most Attention
MCABTV506: Cable And Satellite Networks - Programs Watched: Hallmark Channel: When Calls the Heart: Some Attention
MCABTV061: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Watched last 30 days
MCABTV507: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Watched last 7 days
MCABTV508: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Full Attention
MCABTV509: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Most Attention
MCABTV510: Cable And Satellite Networks - Programs Watched: History Channel: American Pickers: Some Attention
MCABTV264: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Watched last 30 days
MCABTV511: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Watched last 7 days
MCABTV512: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Full Attention
MCABTV513: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Most Attention
MCABTV514: Cable And Satellite Networks - Programs Watched: History Channel: Forged In Fire: Some Attention
MCABTV066: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters: Watched last 30 days
MCABTV515: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters: Watched last 7 days
MCABTV516: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters: Full Attention
MCABTV517: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters: Most Attention
MCABTV518: Cable And Satellite Networks - Programs Watched: HGTV: House Hunters: Some Attention
MCABTV265: Cable And Satellite Networks - Programs Watched: HLN: How It Really Happened: Watched last 30 days
MCABTV523: Cable And Satellite Networks - Programs Watched: HLN: How It Really Happened: Watched last 7 days
MCABTV524: Cable And Satellite Networks - Programs Watched: HLN: How It Really Happened: Full Attention
MCABTV525: Cable And Satellite Networks - Programs Watched: HLN: How It Really Happened: Most Attention
MCABTV526: Cable And Satellite Networks - Programs Watched: HLN: How It Really Happened: Some Attention
MCABTV069: Cable And Satellite Networks - Programs Watched: HLN: Morning Express with Robin Meade: Watched last 30 days
MCABTV527: Cable And Satellite Networks - Programs Watched: HLN: Morning Express with Robin Meade: Watched last 7 days
MCABTV528: Cable And Satellite Networks - Programs Watched: HLN: Morning Express with Robin Meade: Full Attention
MCABTV529: Cable And Satellite Networks - Programs Watched: HLN: Morning Express with Robin Meade: Most Attention
MCABTV530: Cable And Satellite Networks - Programs Watched: HLN: Morning Express with Robin Meade: Some Attention
MCABTV272: Cable And Satellite Networks - Programs Watched: Investigation Discovery: On the Case with Paula Zahn: Watched last 30 days
MCABTV540: Cable And Satellite Networks - Programs Watched: Investigation Discovery: On the Case with Paula Zahn: Watched last 7 days

MCABTV541: Cable And Satellite Networks - Programs Watched: Investigation Discovery: On the Case with Paula Zahn: Full Attention
MCABTV542: Cable And Satellite Networks - Programs Watched: Investigation Discovery: On the Case with Paula Zahn: Most Attention
MCABTV543: Cable And Satellite Networks - Programs Watched: Investigation Discovery: On the Case with Paula Zahn: Some Attention
MCABTV071: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds: Watched last 30 days
MCABTV544: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds: Watched last 7 days
MCABTV545: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds: Full Attention
MCABTV546: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds: Most Attention
MCABTV547: Cable And Satellite Networks - Programs Watched: ION: Criminal Minds: Some Attention
MCABTV274: Cable And Satellite Networks - Programs Watched: ION: Law & Order: Special Victims Unit: Watched last 30 days
MCABTV548: Cable And Satellite Networks - Programs Watched: ION: Law & Order: Special Victims Unit: Watched last 7 days
MCABTV549: Cable And Satellite Networks - Programs Watched: ION: Law & Order: Special Victims Unit: Full Attention
MCABTV550: Cable And Satellite Networks - Programs Watched: ION: Law & Order: Special Victims Unit: Most Attention
MCABTV551: Cable And Satellite Networks - Programs Watched: ION: Law & Order: Special Victims Unit: Some Attention
MCABTV072: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Watched last 30 days
MCABTV557: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Watched last 7 days
MCABTV558: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Full Attention
MCABTV559: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Most Attention
MCABTV560: Cable And Satellite Networks - Programs Watched: Lifetime: Bring It: Some Attention
MCABTV561: Cable And Satellite Networks - Programs Watched: Lifetime: Married At First Sight: Watched last 30 days
MCABTV562: Cable And Satellite Networks - Programs Watched: Lifetime: Married At First Sight: Watched last 7 days
MCABTV563: Cable And Satellite Networks - Programs Watched: Lifetime: Married At First Sight: Full Attention
MCABTV564: Cable And Satellite Networks - Programs Watched: Lifetime: Married At First Sight: Most Attention
MCABTV565: Cable And Satellite Networks - Programs Watched: Lifetime: Married At First Sight: Some Attention
MCABTV078: Cable And Satellite Networks - Programs Watched: MTV (Music Television): The Challenge: Watched last 30 days
MCABTV566: Cable And Satellite Networks - Programs Watched: MTV (Music Television): The Challenge: Watched last 7 days
MCABTV567: Cable And Satellite Networks - Programs Watched: MTV (Music Television): The Challenge: Full Attention
MCABTV568: Cable And Satellite Networks - Programs Watched: MTV (Music Television): The Challenge: Most Attention
MCABTV569: Cable And Satellite Networks - Programs Watched: MTV (Music Television): The Challenge: Some Attention
MCABTV570: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Life Below Zero: Watched last 30 days
MCABTV571: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Life Below Zero: Watched last 7 days
MCABTV572: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Life Below Zero: Full Attention
MCABTV573: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Life Below Zero: Most Attention
MCABTV574: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Life Below Zero: Some Attention
MCABTV277: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Wicked Tuna: Watched last 30 days
MCABTV575: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Wicked Tuna: Watched last 7 days
MCABTV576: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Wicked Tuna: Full Attention
MCABTV577: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Wicked Tuna: Most Attention
MCABTV578: Cable And Satellite Networks - Programs Watched: National Geographic Channel: Wicked Tuna: Some Attention
MCABTV583: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Watched last 30 days

MCABTV584: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Watched last 7 days
MCABTV585: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Full Attention
MCABTV586: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Most Attention
MCABTV587: Cable And Satellite Networks - Programs Watched: Netflix: Stranger Things: Some Attention
MCABTV588: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Watched last 30 days
MCABTV589: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Watched last 7 days
MCABTV590: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Full Attention
MCABTV591: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Most Attention
MCABTV592: Cable And Satellite Networks - Programs Watched: NFL Network: A Football Life: Some Attention
MCABTV593: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Watched last 30 days
MCABTV594: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Watched last 7 days
MCABTV595: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Full Attention
MCABTV596: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Most Attention
MCABTV597: Cable And Satellite Networks - Programs Watched: NFL Network: GameDay Morning: Some Attention
MCABTV598: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Watched last 30 days
MCABTV599: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Watched last 7 days
MCABTV600: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Full Attention
MCABTV601: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Most Attention
MCABTV602: Cable And Satellite Networks - Programs Watched: NFL Network: Good Morning Football: Some Attention
MCABTV603: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Watched last 30 days
MCABTV604: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Watched last 7 days
MCABTV605: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Full Attention
MCABTV606: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Most Attention
MCABTV607: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Fantasy Live: Some Attention
MCABTV608: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Watched last 30 days
MCABTV609: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Watched last 7 days
MCABTV610: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Full Attention
MCABTV611: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Most Attention
MCABTV612: Cable And Satellite Networks - Programs Watched: NFL Network: NFL Total Access: Some Attention
MCABTV617: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Watched last 30 days
MCABTV618: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Watched last 7 days
MCABTV619: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Full Attention
MCABTV620: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Most Attention
MCABTV621: Cable And Satellite Networks - Programs Watched: Nickelodeon: The Loud House: Some Attention
MCABTV082: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Watched last 30 days
MCABTV622: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Watched last 7 days
MCABTV623: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Full Attention
MCABTV624: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Most Attention
MCABTV625: Cable And Satellite Networks - Programs Watched: Nickelodeon: Paw Patrol: Some Attention

MCABTV083: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Watched last 30 days
MCABTV703: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Watched last 7 days
MCABTV704: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Full Attention
MCABTV705: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Most Attention
MCABTV706: Cable And Satellite Networks - Programs Watched: Nickelodeon: SpongeBob SquarePants: Some Attention
MCABTV091: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Watched last 30 days
MCABTV673: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Watched last 7 days
MCABTV674: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Full Attention
MCABTV675: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Most Attention
MCABTV676: Cable And Satellite Networks - Programs Watched: truTV: The Carbonaro Effect: Some Attention
MCABTV092: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Watched last 30 days
MCABTV677: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Watched last 7 days
MCABTV678: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Full Attention
MCABTV679: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Most Attention
MCABTV680: Cable And Satellite Networks - Programs Watched: truTV: Impractical Jokers: Some Attention
MCABTV681: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Watched last 30 days
MCABTV682: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Watched last 7 days
MCABTV683: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Full Attention
MCABTV684: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Most Attention
MCABTV685: Cable And Satellite Networks - Programs Watched: truTV: Im Sorry: Some Attention
MCABTV093: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Watched last 30 days
MCABTV686: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Watched last 7 days
MCABTV687: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Full Attention
MCABTV688: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Most Attention
MCABTV689: Cable And Satellite Networks - Programs Watched: USA Network: Chrisley Knows Best: Some Attention
MCABTV095: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Watched last 30 days
MCABTV690: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Watched last 7 days
MCABTV691: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Full Attention
MCABTV692: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Most Attention
MCABTV693: Cable And Satellite Networks - Programs Watched: USA Network: WWE Raw: Some Attention
MCABTV096: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Watched last 30 days
MCABTV711: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Watched last 7 days
MCABTV712: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Full Attention
MCABTV713: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Most Attention
MCABTV714: Cable And Satellite Networks - Programs Watched: The Weather Channel: AMHQ: Some Attention
MCABTV715: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Watched last 30 days
MCABTV716: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Watched last 7 days
MCABTV717: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Full Attention
MCABTV718: Cable And Satellite Networks - Programs Watched: The Weather Channel: SOS: How to Survive: Most Attention

MCABTV719: Cable And Satellite Networks - Programs Watched: The Weather Channel:
SOS: How to Survive: Some Attention
MCABTV312: Pay-Per-View TV - Other Viewed In Last 12 Months: Any
MCABTV24: Premium Channel Viewing: Any in last 30 days
MCABTV313: Premium Channels - Any Watching Past 30 Days: Cinemax
MCABTV314: Premium Channels - Any Watching Past 30 Days: EPIX
MCABTV315: Premium Channels - Any Watching Past 30 Days: HBO
MCABTV316: Premium Channels - Any Watching Past 30 Days: The Movie Channel
MCABTV317: Premium Channels - Any Watching Past 30 Days: Showtime
MCABTV318: Premium Channels - Any Watching Past 30 Days: Starz
MCABTV319: Premium Channels - Any Watching Past 30 Days: Starz Encore
MCABTV231: Video-On-Demand - Movies Viewed Last 30 Days: Any
MCABTV235: Video-On-Demand - Music Programs Or Videos Viewed Last 30 Days: Any
MCABTV236: Video-On-Demand - Other Viewed Last 30 Days: Any
MCABTV232: Video-On-Demand - TV Shows Viewed Last 30 Days: Any
MCABTV702: Video-On-Demand And Pay-Per-View Viewing - Watched Any Programs Or
Events: Pay-Per-View
MCABTV234: Video-On-Demand And Pay-Per-View Viewing - Watched Any Programs Or
Events: Video-On-Demand

Cable Services (Channels)

MCABTV097: Television Channels Or Networks: Adult Swim Any watching
MCABTV098: Television Channels Or Networks: A&E Any watching
MCABTV099: Television Channels Or Networks: AMC Any watching
MCABTV100: Television Channels Or Networks: American Heroes Channel Any watching
MCABTV101: Television Channels Or Networks: Animal Planet Any watching
MCABTV298: Television Channels Or Networks: ASPIRE Any watching
MCABTV299: Television Channels Or Networks: Azteca Any watching
MCABTV102: Television Channels Or Networks: BBC America Any watching
MCABTV103: Television Channels Or Networks: BBC World News Any watching
MCABTV003: Television Channels Or Networks: beIN SPORTS Any watching
MCABTV004: Television Channels Or Networks: beIN SPORTS En Español Any watching
MCABTV104: Television Channels Or Networks: BET (Black Entertainment TV) Any
watching
MCABTV006: Television Channels Or Networks: BET Her Any watching
MCABTV105: Television Channels Or Networks: Bloomberg Television Any watching
MCABTV107: Television Channels Or Networks: Bravo Any watching
MCABTV108: Television Channels Or Networks: Cartoon Network Any watching
MCABTV109: Television Channels Or Networks: CBS Sports Network Any watching
MCABTV112: Television Channels Or Networks: CMT (Country Music Television) Any
watching
MCABTV113: Television Channels Or Networks: CNBC Any watching
MCABTV114: Television Channels Or Networks: CNN Any watching
MCABTV115: Television Channels Or Networks: Comedy Central Any watching
MCABTV116: Television Channels Or Networks: Cooking Channel Any watching
MCABTV302: Television Channels Or Networks: COZI TV Any watching
MCABTV117: Television Channels Or Networks: Destination America Any watching
MCABTV118: Television Channels Or Networks: Discovery Channel Any watching
MCABTV119: Television Channels Or Networks: Discovery Family Any watching
MCABTV120: Television Channels Or Networks: Discovery Life Channel Any watching
MCABTV121: Television Channels Or Networks: Disney Channel Any watching
MCABTV122: Television Channels Or Networks: Disney Junior Any watching
MCABTV123: Television Channels Or Networks: Disney XD Any watching
MCABTV124: Television Channels Or Networks: DIY Network Any watching
MCABTV125: Television Channels Or Networks: E! Any watching
MCABTV126: Television Channels Or Networks: ESPN Any watching
MCABTV127: Television Channels Or Networks: ESPN2 Any watching
MCABTV128: Television Channels Or Networks: ESPNU Any watching
MCABTV130: Television Channels Or Networks: ESPNNews Any watching
MCABTV303: Television Channels Or Networks: Estrella TV Any watching
MCABTV132: Television Channels Or Networks: Flix Any watching
MCABTV133: Television Channels Or Networks: Food Network Any watching
MCABTV134: Television Channels Or Networks: Fox Business Network Any watching
MCABTV135: Television Channels Or Networks: Fox News Channel Any watching
MCABTV136: Television Channels Or Networks: Fox Sports 1 Any watching
MCABTV137: Television Channels Or Networks: Fox Sports 2 Any watching
MCABTV014: Television Channels Or Networks: Freeform Any watching
MCABTV139: Television Channels Or Networks: Fuse Any watching
MCABTV140: Television Channels Or Networks: FX Any watching
MCABTV141: Television Channels Or Networks: FXM (FX Movie Channel) Any watching
MCABTV142: Television Channels Or Networks: FXX Any watching
MCABTV143: Television Channels Or Networks: FYI Any watching
MCABTV144: Television Channels Or Networks: GAC (Great American Country) Any
watching
MCABTV145: Television Channels Or Networks: Galavision Any watching
MCABTV146: Television Channels Or Networks: Golf Channel Any watching

MCABTV148: Television Channels Or Networks: Hallmark Channel Any watching
MCABTV149: Television Channels Or Networks: Hallmark Movies & Mysteries Any
watching
MCABTV150: Television Channels Or Networks: History Channel Any watching
MCABTV151: Television Channels Or Networks: HLN Any watching
MCABTV152: Television Channels Or Networks: HGTV Any watching
MCABTV154: Television Channels Or Networks: IFC TV Any watching
MCABTV155: Television Channels Or Networks: INSP Any watching
MCABTV156: Television Channels Or Networks: Investigation Discovery Any watching
MCABTV157: Television Channels Or Networks: ION Any watching
MCABTV158: Television Channels Or Networks: Lifetime Any watching
MCABTV160: Television Channels Or Networks: Logo Any watching
MCABTV161: Television Channels Or Networks: MAVTV Any watching
MCABTV162: Television Channels Or Networks: MeTV Any watching
MCABTV163: Television Channels Or Networks: MLB Network Any watching
MCABTV164: Television Channels Or Networks: MSNBC Any watching
MCABTV165: Television Channels Or Networks: MTV (Music Television) Any watching
MCABTV017: Television Channels Or Networks: MTV Classic Any watching
MCABTV028: Television Channels Or Networks: MTV Live Any watching
MCABTV168: Television Channels Or Networks: MTV2 Any watching
MCABTV170: Television Channels Or Networks: Nat Geo Wild Any watching
MCABTV171: Television Channels Or Networks: National Geographic Channel Any
watching
MCABTV172: Television Channels Or Networks: NBA TV Any watching
MCABTV173: Television Channels Or Networks: NBC Sports Network Any watching
MCABTV174: Television Channels Or Networks: NFL Network Any watching
MCABTV305: Television Channels Or Networks: NHL Network Any watching
MCABTV175: Television Channels Or Networks: Nick at Nite Any watching
MCABTV176: Television Channels Or Networks: Nick Jr. Any watching
MCABTV177: Television Channels Or Networks: Nickelodeon Any watching
MCABTV178: Television Channels Or Networks: Outdoor Channel Any watching
MCABTV179: Television Channels Or Networks: Ovation TV Any watching
MCABTV180: Television Channels Or Networks: OWN (Oprah Winfrey Network) Any
watching
MCABTV181: Television Channels Or Networks: Oxygen Any watching
MCABTV306: Television Channels Or Networks: Paramount Network Any watching
MCABTV307: Television Channels Or Networks: PBS KIDS Any watching
MCABTV182: Television Channels Or Networks: POP Any watching
MCABTV183: Television Channels Or Networks: QVC Any watching
MCABTV184: Television Channels Or Networks: Reelz Channel Any watching
MCABTV185: Television Channels Or Networks: RFD-TV (Rural Free Delivery TV) Any
watching
MCABTV186: Television Channels Or Networks: SCI Any watching
MCABTV187: Television Channels Or Networks: Smithsonian Channel Any watching
MCABTV189: Television Channels Or Networks: Sportsman Channel Any watching
MCABTV190: Television Channels Or Networks: SundanceTV Any watching
MCABTV191: Television Channels Or Networks: SYFY Any watching
MCABTV192: Television Channels Or Networks: TBS Any watching
MCABTV193: Television Channels Or Networks: TeenNick Any watching
MCABTV194: Television Channels Or Networks: Tennis Channel Any watching
MCABTV195: Television Channels Or Networks: TLC Any watching
MCABTV196: Television Channels Or Networks: Travel Channel Any watching
MCABTV197: Television Channels Or Networks: truTV Any watching
MCABTV198: Television Channels Or Networks: TNT Any watching
MCABTV199: Television Channels Or Networks: TCM (Turner Classic Movies) Any
watching
MCABTV200: Television Channels Or Networks: TV Land Any watching
MCABTV308: Television Channels Or Networks: TV Land Classic Any watching
MCABTV201: Television Channels Or Networks: TV One Any watching
MCABTV320: Television Channels Or Networks: Universal Kids Any watching
MCABTV321: Television Channels Or Networks: Universo Any watching
MCABTV202: Television Channels Or Networks: UP TV Any watching
MCABTV203: Television Channels Or Networks: USA Network Any watching
MCABTV205: Television Channels Or Networks: Vh1 Any watching
MCABTV311: Television Channels Or Networks: Viceland Any watching
MCABTV206: Television Channels Or Networks: The Weather Channel Any watching
MCABTV207: Television Channels Or Networks: WE tv Any watching
MCABTV283: Cable And Satellite Networks - Programs Watched: Paramount: Bar
Rescue: Watched last 30 days
MCABTV626: Cable And Satellite Networks - Programs Watched: Paramount: Bar
Rescue: Watched last 7 days
MCABTV627: Cable And Satellite Networks - Programs Watched: Paramount: Bar
Rescue: Full Attention
MCABTV628: Cable And Satellite Networks - Programs Watched: Paramount: Bar
Rescue: Most Attention
MCABTV629: Cable And Satellite Networks - Programs Watched: Paramount: Bar
Rescue: Some Attention
MCABTV638: Cable And Satellite Networks - Programs Watched: Paramount:
Yellowstone: Watched last 30 days

MCABTV639: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Watched last 7 days
MCABTV640: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Full Attention
MCABTV641: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Most Attention
MCABTV642: Cable And Satellite Networks - Programs Watched: Paramount: Yellowstone: Some Attention
MCABTV287: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Watched last 30 days
MCABTV648: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Watched last 7 days
MCABTV649: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Full Attention
MCABTV650: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Most Attention
MCABTV651: Cable And Satellite Networks - Programs Watched: TLC: Little People Big World: Some Attention
MCABTV289: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Watched last 30 days
MCABTV656: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Watched last 7 days
MCABTV657: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Full Attention
MCABTV658: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Most Attention
MCABTV659: Cable And Satellite Networks - Programs Watched: TLC: 90 Day Fiance: Some Attention
MCABTV290: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Watched last 30 days
MCABTV660: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Watched last 7 days
MCABTV661: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Full Attention
MCABTV662: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Most Attention
MCABTV663: Cable And Satellite Networks - Programs Watched: TLC: Sister Wives: Some Attention
MCABTV668: Cable And Satellite Networks - Programs Watched: TNT: Claws: Watched last 30 days
MCABTV669: Cable And Satellite Networks - Programs Watched: TNT: Claws: Watched last 7 days
MCABTV670: Cable And Satellite Networks - Programs Watched: TNT: Claws: Full Attention
MCABTV671: Cable And Satellite Networks - Programs Watched: TNT: Claws: Most Attention
MCABTV672: Cable And Satellite Networks - Programs Watched: TNT: Claws: Some Attention
MCABTV295: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Watched last 30 days
MCABTV694: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Watched last 7 days
MCABTV695: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Full Attention
MCABTV696: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Most Attention
MCABTV697: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weather Center Live: Some Attention
MCABTV297: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Watched last 30 days
MCABTV720: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Watched last 7 days
MCABTV721: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Full Attention
MCABTV722: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Most Attention
MCABTV723: Cable And Satellite Networks - Programs Watched: The Weather Channel: Weekend Recharge: Some Attention

Digital Video Recorders (DVR)

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

Pay Per View

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

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

Premium Channel Viewing

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

Satellite Dish

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

Home Internet Connection

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

Instant Messagers

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

Internet Usage

MINET226: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: WeChat
MINET227: Chat Instant Messenger Or Video Chat Services Used In The Last 30 Days: WhatsApp
MINET012: Internet - Activities Done: Visited a chat room
MINET013: Internet - Activities Done: Used e-mail
MINET014: Internet - Activities Done: Used instant messenger/IM
MINET015: Internet - Activities Done: Participated in on-line dating
MINET016: Internet - Activities Done: Made a purchase for personal use
MINET017: Internet - Activities Done: Made a purchase for business use
MINET228: Internet - Activities Done: Obtained info to help make a purchase
MINET018: Internet - Activities Done: Made personal or business travel plans
MINET019: Internet - Activities Done: Played games online
MINET020: Internet - Activities Done: Downloaded a video game
MINET021: Internet - Activities Done: Used on-line gambling site
MINET022: Internet - Activities Done: Obtained financial info
MINET023: Internet - Activities Done: Tracked investments/Traded stocks bonds or mutual funds
MINET024: Internet - Activities Done: Paid bills on-line
MINET025: Internet - Activities Done: Obtained the latest news/Current events
MINET026: Internet - Activities Done: Obtained sports news/Information
MINET027: Internet - Activities Done: Obtained info for new or used car purchase
MINET028: Internet - Activities Done: Obtained info about real estate
MINET029: Internet - Activities Done: Obtained medical info
MINET030: Internet - Activities Done: Obtained childcare or parenting info
MINET031: Internet - Activities Done: Obtained info about entertainment or celebrities
MINET032: Internet - Activities Done: Looked for employment
MINET033: Internet - Activities Done: Looked for recipes

MINET034: Internet - Activities Done: Took an online class or course
MINET035: Internet - Activities Done: Visited a TV network or TV shows website
MINET036: Internet - Activities Done: Looked at TV listings on-line
MINET037: Internet - Activities Done: Looked up movie listings or showtimes
MINET038: Internet - Activities Done: Downloaded a TV program
MINET039: Internet - Activities Done: Watched a TV program online
MINET040: Internet - Activities Done: Downloaded a movie
MINET041: Internet - Activities Done: Watched a movie online
MINET042: Internet - Activities Done: Watched other online video
MINET043: Internet - Activities Done: Visited online blogs
MINET044: Internet - Activities Done: Wrote an online blog
MINET045: Internet - Activities Done: Posted a comment or review on a blog online forum message or bulletin board
MINET046: Internet - Activities Done: Made a phone call
MINET229: Internet - Activities Done: Used video chat
MINET047: Internet - Activities Done: Uploaded or added video to website
MINET048: Internet - Activities Done: Shared photos through Internet website
MINET049: Internet - Activities Done: Sent an electronic greeting card
MINET050: Internet - Can Connect From Home Using A Wireless Connection (Not Including Cell Phones): Yes
MINET051: Internet - Devices Used To Look At Or Use: Desktop Computer
MINET052: Internet - Devices Used To Look At Or Use: Laptop or Netbook Computer
MINET053: Internet - Devices Used To Look At Or Use: Any Computer
MINET054: Internet - Devices Used To Look At Or Use: iPad or other Tablet
MINET055: Internet - Devices Used To Look At Or Use: Cellphone or Smartphone
MINET056: Internet - Devices Used To Look At Or Use: E-reader
MINET057: Internet - Devices Used To Look At Or Use: iPod or other MP3 Player
MINET058: Internet - Devices Used To Look At Or Use: Video game console
MINET059: Internet - Devices Used To Look At Or Use: Television
MINET061: Internet - Total Time Spent Using Last Saturday: 10 or more hours
MINET062: Internet - Total Time Spent Using Last Saturday: 5 hrs. - less than 10 hours
MINET063: Internet - Total Time Spent Using Last Saturday: 2 hrs. - less than 5 hours
MINET064: Internet - Total Time Spent Using Last Saturday: 1 hr. - less than 2 hours
MINET065: Internet - Total Time Spent Using Last Saturday: « hr. - less than 1 hour
MINET066: Internet - Total Time Spent Using Last Saturday: Less than « hour
MINET067: Internet - Total Time Spent Using Last Sunday: 10 or more hours
MINET068: Internet - Total Time Spent Using Last Sunday: 5 hrs. - less than 10 hours
MINET069: Internet - Total Time Spent Using Last Sunday: 2 hrs. - less than 5 hours
MINET070: Internet - Total Time Spent Using Last Sunday: 1 hr. - less than 2 hours
MINET071: Internet - Total Time Spent Using Last Sunday: « hr. - less than 1 hour
MINET072: Internet - Total Time Spent Using Last Sunday: Less than « hour
MINET073: Internet - Total Time Spent Using Yesterday: 10 or more hours
MINET074: Internet - Total Time Spent Using Yesterday: 5 hrs. - less than 10 hours
MINET075: Internet - Total Time Spent Using Yesterday: 2 hrs. - less than 5 hours
MINET076: Internet - Total Time Spent Using Yesterday: 1 hr. - less than 2 hours
MINET077: Internet - Total Time Spent Using Yesterday: « hr. - less than 1 hour
MINET078: Internet - Total Time Spent Using Yesterday: Less than « hour
MINET079: Internet - Where Looked/Used: At home
MINET080: Internet - Where Looked/Used: At work
MINET081: Internet - Where Looked/Used: At school or library
MINET082: Internet - Where Looked/Used: Another place

Internet Service Providers

MINET083: Internet Service Providers - Household: America On-line (AOL)
MINET085: Internet Service Providers - Household: CenturyLink
MINET087: Internet Service Providers - Household: Cox
MINET230: Internet Service Providers - Household: Frontier
MINET089: Internet Service Providers - Household: Optimum
MINET091: Internet Service Providers - Household: Verizon or Fios by Verizon
MINET092: Internet Service Providers - Household: Any service

Social Networking

MINET235: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Radio.com
MINET236: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Shazam
MINET237: Music Or Audio Services - Listened To Or Used In The Last 30 Days: SoundCloud
MINET238: Music Or Audio Services - Listened To Or Used In The Last 30 Days: Tidal
MINET239: Music/Audio On The Internet Last 30 Days: Listened online to streaming AM/FM broadcast radio stations
MINET240: Music/Audio On The Internet Last 30 Days: Listened to Internet-only radio/audio services (eg. Pandora Spotify etc.)
MINET241: Music/Audio On The Internet Last 30 Days: Visited a radio station radio program or radio personalty website

MINET242: Music/Audio On The Internet Last 30 Days: Downloaded music
MINET118: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Facebook
MINET119: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Flickr
MINET007: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Google Photos
MINET122: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Instagram
MINET123: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: LinkedIn
MINET128: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Pinterest
MINET126: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Reddit
MINET127: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Shutterstock
MINET245: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Snapchat
MINET125: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Tumblr
MINET011: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Twitch
MINET129: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Twitter
MINET088: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Vimeo
MINET130: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Yelp
MINET131: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: YouTube
MINET132: Media - Internet: Social Media Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Any

Web Sites Visited Last Month

MINET134: Websites Visited Or Apps Used In The Last 30 Days: AOL Mail
MINET135: Websites Visited Or Apps Used In The Last 30 Days: Gmail
MINET136: Websites Visited Or Apps Used In The Last 30 Days: Outlook
MINET137: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Mail
MINET138: Websites Visited Or Apps Used In The Last 30 Days: ABC
MINET140: Websites Visited Or Apps Used In The Last 30 Days: BuzzFeed
MINET141: Websites Visited Or Apps Used In The Last 30 Days: CBS
MINET142: Websites Visited Or Apps Used In The Last 30 Days: Disney.com
MINET145: Websites Visited Or Apps Used In The Last 30 Days: Fandango
MINET146: Websites Visited Or Apps Used In The Last 30 Days: Fox.com/FOX NOW
MINET147: Websites Visited Or Apps Used In The Last 30 Days: IMDb
MINET149: Websites Visited Or Apps Used In The Last 30 Days: MSN Entertainment
MINET150: Websites Visited Or Apps Used In The Last 30 Days: MTV
MINET151: Websites Visited Or Apps Used In The Last 30 Days: NBC
MINET152: Websites Visited Or Apps Used In The Last 30 Days: PBS.org or PBS Video
MINET246: Websites Visited Or Apps Used In The Last 30 Days: PopSugar
MINET153: Websites Visited Or Apps Used In The Last 30 Days: Tandtmaster
MINET154: Websites Visited Or Apps Used In The Last 30 Days: Vevo.com
MINET156: Websites Visited Or Apps Used In The Last 30 Days: CNBC
MINET157: Websites Visited Or Apps Used In The Last 30 Days: MSN Money
MINET158: Websites Visited Or Apps Used In The Last 30 Days: TheStreet
MINET159: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Finance
MINET160: Websites Visited Or Apps Used In The Last 30 Days: Answers.com/WikiAnswers
MINET162: Websites Visited Or Apps Used In The Last 30 Days: eHow
MINET163: Websites Visited Or Apps Used In The Last 30 Days: WebMD
MINET164: Websites Visited Or Apps Used In The Last 30 Days: Whitepages
MINET165: Websites Visited Or Apps Used In The Last 30 Days: Wikipedia
MINET166: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Answers
MINET099: Websites Visited Or Apps Used In The Last 30 Days: Zillow
MINET168: Websites Visited Or Apps Used In The Last 30 Days: CareerBuilder
MINET100: Websites Visited Or Apps Used In The Last 30 Days: Indeed.com or Indeed Jobs
MINET169: Websites Visited Or Apps Used In The Last 30 Days: Monster
MINET170: Websites Visited Or Apps Used In The Last 30 Days: ABCNews
MINET171: Websites Visited Or Apps Used In The Last 30 Days: BBC.com
MINET172: Websites Visited Or Apps Used In The Last 30 Days: CBSNews
MINET173: Websites Visited Or Apps Used In The Last 30 Days: CNN
MINET174: Websites Visited Or Apps Used In The Last 30 Days: Fox News
MINET101: Websites Visited Or Apps Used In The Last 30 Days: HuffPost
MINET176: Websites Visited Or Apps Used In The Last 30 Days: NBCNews

MINET177: Websites Visited Or Apps Used In The Last 30 Days: nytimes.com
MINET247: Websites Visited Or Apps Used In The Last 30 Days: Reuters
MINET102: Websites Visited Or Apps Used In The Last 30 Days: The Washington Post
MINET178: Websites Visited Or Apps Used In The Last 30 Days: USA Today.com
MINET179: Websites Visited Or Apps Used In The Last 30 Days: WSJ.com
MINET180: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! News
MINET181: Websites Visited Or Apps Used In The Last 30 Days: Amazon
MINET182: Websites Visited Or Apps Used In The Last 30 Days: Coupons
MINET183: Websites Visited Or Apps Used In The Last 30 Days: eBay
MINET184: Websites Visited Or Apps Used In The Last 30 Days: Groupon
MINET185: Websites Visited Or Apps Used In The Last 30 Days: LivingSocial
MINET186: Websites Visited Or Apps Used In The Last 30 Days: Overstock
MINET103: Websites Visited Or Apps Used In The Last 30 Days: Telemundo.com
MINET187: Websites Visited Or Apps Used In The Last 30 Days: Univision.com or Univision NOW
MINET189: Websites Visited Or Apps Used In The Last 30 Days: Any Spanish Language Website/App
MINET190: Websites Visited Or Apps Used In The Last 30 Days: BleacherReport.com or B-R
MINET191: Websites Visited Or Apps Used In The Last 30 Days: CBSSports
MINET192: Websites Visited Or Apps Used In The Last 30 Days: ESPN
MINET193: Websites Visited Or Apps Used In The Last 30 Days: FOX Sports
MINET194: Websites Visited Or Apps Used In The Last 30 Days: MLB.com/MLB.com At Bat
MINET195: Websites Visited Or Apps Used In The Last 30 Days: NASCAR
MINET196: Websites Visited Or Apps Used In The Last 30 Days: NBA
MINET197: Websites Visited Or Apps Used In The Last 30 Days: NBCSports.com
MINET198: Websites Visited Or Apps Used In The Last 30 Days: NFL.com or NFL/NFL Mobile
MINET200: Websites Visited Or Apps Used In The Last 30 Days: WWE
MINET201: Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Sports
MINET202: Websites Visited Or Apps Used In The Last 30 Days: CNN
MINET248: Websites Visited Or Apps Used In The Last 30 Days: Airbnb
MINET203: Websites Visited Or Apps Used In The Last 30 Days: Bing Maps
MINET204: Websites Visited Or Apps Used In The Last 30 Days: CheapTickets
MINET205: Websites Visited Or Apps Used In The Last 30 Days: Expedia
MINET206: Websites Visited Or Apps Used In The Last 30 Days: Google Maps
MINET207: Websites Visited Or Apps Used In The Last 30 Days: Hotels.com
MINET208: Websites Visited Or Apps Used In The Last 30 Days: Hotwire
MINET104: Websites Visited Or Apps Used In The Last 30 Days: Lyft
MINET209: Websites Visited Or Apps Used In The Last 30 Days: MapQuest
MINET210: Websites Visited Or Apps Used In The Last 30 Days: Orbitz
MINET211: Websites Visited Or Apps Used In The Last 30 Days: Priceline
MINET212: Websites Visited Or Apps Used In The Last 30 Days: Travelocity
MINET213: Websites Visited Or Apps Used In The Last 30 Days: TripAdvisor
MINET105: Websites Visited Or Apps Used In The Last 30 Days: Uber
MINET215: Websites Visited Or Apps Used In The Last 30 Days: AccuWeather
MINET216: Websites Visited Or Apps Used In The Last 30 Days: The Weather Channel (Weather.com)
MINET217: Websites Visited Or Apps Used In The Last 30 Days: WeatherBug
MINET218: Websites Visited Or Apps Used In The Last 30 Days: Weather Underground (wunderground.com)

Search Engines

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

Magazine Groups

MMAGAZ015: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Bonnier Outdoor Group [29]
MMAGAZ016: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Cond, Nast Package [29]
MMAGAZ018: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Design Group [29]
MMAGAZ019: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Magazine Group [29]
MMAGAZ020: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Hearst Mens Group [29]
MMAGAZ002: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: MotorTrend Group [29]

MMAGAZ022: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Outdoor Sportsman Trophy Group The [29]
MMAGAZ025: Magazine Groups - Net Audience [Print/Paper/Hard-Copy]: Trusted Media Brands Inc. Group [29]
MMAGAZ427: Magazines Print + Digital Editions - Frequency/Average Issue: Boys Life: Print+Digital Audience
MMAGAZ031: Magazine Groups - Print + Digital Editions Reach: Cond, Nast Package
MMAGAZ033: Magazine Groups - Print + Digital Editions Reach: Hearst Design Group
MMAGAZ034: Magazine Groups - Print + Digital Editions Reach: Hearst Magazine Group
MMAGAZ035: Magazine Groups - Print + Digital Editions Reach: Hearst Mens Group
MMAGAZ201: Magazine Groups - Print + Digital Editions Reach: MotorTrend Group
MMAGAZ037: Magazine Groups - Print + Digital Editions Reach: Outdoor Sportsman Trophy Group The
MMAGAZ040: Magazine Groups - Print + Digital Editions Reach: Trusted Media Brands Inc. Group

Magazine Types

MMAGAZ041: Magazine Types [Print/Paper/Hard-Copy]: Airline [29]
MMAGAZ042: Magazine Types [Print/Paper/Hard-Copy]: Automotive [29]
MMAGAZ043: Magazine Types [Print/Paper/Hard-Copy]: Boating [29]
MMAGAZ045: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance [29]
MMAGAZ046: Magazine Types [Print/Paper/Hard-Copy]: Epicurean [29]
MMAGAZ047: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting [29]
MMAGAZ048: Magazine Types [Print/Paper/Hard-Copy]: Fraternal [29]
MMAGAZ049: Magazine Types [Print/Paper/Hard-Copy]: General Editorial [29]
MMAGAZ050: Magazine Types [Print/Paper/Hard-Copy]: Health [29]
MMAGAZ051: Magazine Types [Print/Paper/Hard-Copy]: Home Service [29]
MMAGAZ052: Magazine Types [Print/Paper/Hard-Copy]: Men [29]
MMAGAZ054: Magazine Types [Print/Paper/Hard-Copy]: News and Entertainment Weeklies [29]
MMAGAZ055: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed [29]
MMAGAZ056: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation [29]
MMAGAZ057: Magazine Types [Print/Paper/Hard-Copy]: Parenthood [29]
MMAGAZ058: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology [29]
MMAGAZ059: Magazine Types [Print/Paper/Hard-Copy]: Sports [29]
MMAGAZ060: Magazine Types [Print/Paper/Hard-Copy]: Travel [29]
MMAGAZ061: Magazine Types [Print/Paper/Hard-Copy]: Women [29]
MMAGAZ062: Magazine Types [Print/Paper/Hard-Copy]: Womens Fashion [29]

Magazines (Individual)

MMAGAZ253: Magazines Print + Digital Editions - Frequency/Average Issue: AARP The Magazine: Print+Digital Audience
MMAGAZ255: Magazines Print + Digital Editions - Frequency/Average Issue: Allure: Print+Digital Audience
MMAGAZ256: Magazines Print + Digital Editions - Frequency/Average Issue: American Hunter: Print+Digital Audience
MMAGAZ257: Magazines Print + Digital Editions - Frequency/Average Issue: American Legion: Print+Digital Audience
MMAGAZ258: Magazines Print + Digital Editions - Frequency/Average Issue: American Rifleman: Print+Digital Audience
MMAGAZ260: Magazines Print + Digital Editions - Frequency/Average Issue: Architectural Digest: Print+Digital Audience
MMAGAZ254: Magazines Print + Digital Editions - Frequency/Average Issue: Allrecipes: Print+Digital Audience
MMAGAZ262: Magazines Print + Digital Editions - Frequency/Average Issue: Atlantic The: Print+Digital Audience
MMAGAZ274: Magazines Print + Digital Editions - Frequency/Average Issue: Bon App,tit: Print+Digital Audience
MMAGAZ270: Magazines Print + Digital Editions - Frequency/Average Issue: Birds & Blooms: Print+Digital Audience
MMAGAZ268: Magazines Print + Digital Editions - Frequency/Average Issue: Better Homes & Gardens: Print+Digital Audience
MMAGAZ269: Magazines Print + Digital Editions - Frequency/Average Issue: Bicycling: Print+Digital Audience
MMAGAZ265: Magazines Print + Digital Editions - Frequency/Average Issue: Backpacker: Print+Digital Audience
MMAGAZ267: Magazines Print + Digital Editions - Frequency/Average Issue: Bassmaster: Print+Digital Audience
MMAGAZ273: Magazines Print + Digital Editions - Frequency/Average Issue: Boating: Print+Digital Audience
MMAGAZ272: Magazines Print + Digital Editions - Frequency/Average Issue: Bloomberg Businessweek: Print+Digital Audience
MMAGAZ277: Magazines Print + Digital Editions - Frequency/Average Issue: Car and Driver: Print+Digital Audience

MMAGAZ287: Magazines Print + Digital Editions - Frequency/Average Issue: Costco Connection: Print+Digital Audience
MMAGAZ280: Magazines Print + Digital Editions - Frequency/Average Issue: Cigar Aficionado: Print+Digital Audience
MMAGAZ289: Magazines Print + Digital Editions - Frequency/Average Issue: Country Living: Print+Digital Audience
MMAGAZ286: Magazines Print + Digital Editions - Frequency/Average Issue: Cosmopolitan: Print+Digital Audience
MMAGAZ282: Magazines Print + Digital Editions - Frequency/Average Issue: Conde Nast Traveler: Print+Digital Audience
MMAGAZ285: Magazines Print + Digital Editions - Frequency/Average Issue: Cooking with Paula Deen: Print+Digital Audience
MMAGAZ290: Magazines Print + Digital Editions - Frequency/Average Issue: Country Sampler: Print+Digital Audience
MMAGAZ283: Magazines Print + Digital Editions - Frequency/Average Issue: Consumer Reports: Print+Digital Audience
MMAGAZ294: Magazines Print + Digital Editions - Frequency/Average Issue: Diabetes Self-Management: Print+Digital Audience
MMAGAZ296: Magazines Print + Digital Editions - Frequency/Average Issue: Discover: Print+Digital Audience
MMAGAZ297: Magazines Print + Digital Editions - Frequency/Average Issue: Ducks Unlimited: Print+Digital Audience
MMAGAZ005: Magazines Print + Digital Editions - Frequency/Average Issue: Dwell Magazine: Print+Digital Audience
MMAGAZ301: Magazines Print + Digital Editions - Frequency/Average Issue: Economist The: Print+Digital Audience
MMAGAZ428: Magazines Print + Digital Editions - Frequency/Average Issue: Elks Magazine The: Print+Digital Audience
MMAGAZ302: Magazines Print + Digital Editions - Frequency/Average Issue: Elle: Print+Digital Audience
MMAGAZ303: Magazines Print + Digital Editions - Frequency/Average Issue: Elle D,cor: Print+Digital Audience
MMAGAZ304: Magazines Print + Digital Editions - Frequency/Average Issue: Entertainment Weekly: Print+Digital Audience
MMAGAZ307: Magazines Print + Digital Editions - Frequency/Average Issue: Esquire: Print+Digital Audience
MMAGAZ308: Magazines Print + Digital Editions - Frequency/Average Issue: Essence: Print+Digital Audience
MMAGAZ305: Magazines Print + Digital Editions - Frequency/Average Issue: Entrepreneur: Print+Digital Audience
MMAGAZ299: Magazines Print + Digital Editions - Frequency/Average Issue: EatingWell: Print+Digital Audience
MMAGAZ006: Magazines Print + Digital Editions - Frequency/Average Issue: Family Handyman: Print+Digital Audience
MMAGAZ317: Magazines Print + Digital Editions - Frequency/Average Issue: Forbes: Print+Digital Audience
MMAGAZ313: Magazines Print + Digital Editions - Frequency/Average Issue: First For Women: Print+Digital Audience
MMAGAZ316: Magazines Print + Digital Editions - Frequency/Average Issue: Food Network Magazine: Print+Digital Audience
MMAGAZ318: Magazines Print + Digital Editions - Frequency/Average Issue: Fortune: Print+Digital Audience
MMAGAZ320: Magazines Print + Digital Editions - Frequency/Average Issue: Four Wheeler: Print+Digital Audience
MMAGAZ315: Magazines Print + Digital Editions - Frequency/Average Issue: Food & Wine: Print+Digital Audience
MMAGAZ429: Magazines Print + Digital Editions - Frequency/Average Issue: Golfweek: Print+Digital Audience
MMAGAZ322: Magazines Print + Digital Editions - Frequency/Average Issue: Game Informer: Print+Digital Audience
MMAGAZ325: Magazines Print + Digital Editions - Frequency/Average Issue: Golf Magazine: Print+Digital Audience
MMAGAZ321: Magazines Print + Digital Editions - Frequency/Average Issue: Game & Fish: Print+Digital Audience
MMAGAZ327: Magazines Print + Digital Editions - Frequency/Average Issue: GQ (Gentlemens Quarterly): Print+Digital Audience
MMAGAZ324: Magazines Print + Digital Editions - Frequency/Average Issue: Golf Digest: Print+Digital Audience
MMAGAZ326: Magazines Print + Digital Editions - Frequency/Average Issue: Good Housekeeping: Print+Digital Audience
MMAGAZ328: Magazines Print + Digital Editions - Frequency/Average Issue: Guideposts: Print+Digital Audience
MMAGAZ329: Magazines Print + Digital Editions - Frequency/Average Issue: Guns & Ammo: Print+Digital Audience
MMAGAZ330: Magazines Print + Digital Editions - Frequency/Average Issue: Harpers Bazaar: Print+Digital Audience
MMAGAZ332: Magazines Print + Digital Editions - Frequency/Average Issue: HGTV Magazine: Print+Digital Audience
MMAGAZ333: Magazines Print + Digital Editions - Frequency/Average Issue: Hot Rod: Print+Digital Audience
MMAGAZ334: Magazines Print + Digital Editions - Frequency/Average Issue: House Beautiful: Print+Digital Audience
MMAGAZ331: Magazines Print + Digital Editions - Frequency/Average Issue: Health: Print+Digital Audience
MMAGAZ335: Magazines Print + Digital Editions - Frequency/Average Issue: Hunting: Print+Digital Audience
MMAGAZ338: Magazines Print + Digital Editions - Frequency/Average Issue: In Touch: Print+Digital Audience
MMAGAZ336: Magazines Print + Digital Editions - Frequency/Average Issue: In-Fisherman: Print+Digital Audience
MMAGAZ339: Magazines Print + Digital Editions - Frequency/Average Issue: Inc.: Print+Digital Audience
MMAGAZ007: Magazines Print + Digital Editions - Frequency/Average Issue: InStyle: Print+Digital Audience
MMAGAZ340: Magazines Print + Digital Editions - Frequency/Average Issue: Kiplingers Personal Finance: Print+Digital Audience
MMAGAZ342: Magazines Print + Digital Editions - Frequency/Average Issue: Life & Style Weekly: Print+Digital Audience
MMAGAZ345: Magazines Print + Digital Editions - Frequency/Average Issue: Maxim: Print+Digital Audience
MMAGAZ008: Magazines Print + Digital Editions - Frequency/Average Issue: Magnolia Journal: Print+Digital Audience
MMAGAZ009: Magazines Print + Digital Editions - Frequency/Average Issue: Mens Journal: Print+Digital Audience
MMAGAZ010: Magazines Print + Digital Editions - Frequency/Average Issue: MotorTrend: Print+Digital Audience
MMAGAZ343: Magazines Print + Digital Editions - Frequency/Average Issue: Marie Claire: Print+Digital Audience
MMAGAZ351: Magazines Print + Digital Editions - Frequency/Average Issue: Mother Earth News: Print+Digital Audience
MMAGAZ013: Magazines Print + Digital Editions - Frequency/Average Issue: Mens Health: Print+Digital Audience
MMAGAZ344: Magazines Print + Digital Editions - Frequency/Average Issue: Martha Stewart Living: Print+Digital Audience
MMAGAZ349: Magazines Print + Digital Editions - Frequency/Average Issue: Midwest Living: Print+Digital Audience
MMAGAZ355: Magazines Print + Digital Editions - Frequency/Average Issue: National Enquirer: Print+Digital Audience
MMAGAZ361: Magazines Print + Digital Editions - Frequency/Average Issue: New Yorker The: Print+Digital Audience
MMAGAZ356: Magazines Print + Digital Editions - Frequency/Average Issue: National Geographic: Print+Digital Audience
MMAGAZ357: Magazines Print + Digital Editions - Frequency/Average Issue: National Geographic Kids: Print+Digital Audience
MMAGAZ359: Magazines Print + Digital Editions - Frequency/Average Issue: National Wildlife: Print+Digital Audience
MMAGAZ360: Magazines Print + Digital Editions - Frequency/Average Issue: New York Magazine: Print+Digital Audience
MMAGAZ363: Magazines Print + Digital Editions - Frequency/Average Issue: OK!: Print+Digital Audience
MMAGAZ365: Magazines Print + Digital Editions - Frequency/Average Issue: Outside: Print+Digital Audience
MMAGAZ367: Magazines Print + Digital Editions - Frequency/Average Issue: People: Print+Digital Audience
MMAGAZ368: Magazines Print + Digital Editions - Frequency/Average Issue: People en Espaol: Print+Digital Audience
MMAGAZ023: Magazines Print + Digital Editions - Frequency/Average Issue: Parents Latina: Print+Digital Audience
MMAGAZ370: Magazines Print + Digital Editions - Frequency/Average Issue: Popular Mechanics: Print+Digital Audience
MMAGAZ366: Magazines Print + Digital Editions - Frequency/Average Issue: Parents: Print+Digital Audience
MMAGAZ372: Magazines Print + Digital Editions - Frequency/Average Issue: Prevention: Print+Digital Audience
MMAGAZ373: Magazines Print + Digital Editions - Frequency/Average Issue: Psychology Today: Print+Digital Audience
MMAGAZ375: Magazines Print + Digital Editions - Frequency/Average Issue: Readers Digest: Print+Digital Audience
MMAGAZ378: Magazines Print + Digital Editions - Frequency/Average Issue: Reminisce: Print+Digital Audience
MMAGAZ380: Magazines Print + Digital Editions - Frequency/Average Issue: Rolling Stone: Print+Digital Audience
MMAGAZ376: Magazines Print + Digital Editions - Frequency/Average Issue: Real Simple: Print+Digital Audience
MMAGAZ379: Magazines Print + Digital Editions - Frequency/Average Issue: Road & Track: Print+Digital Audience

MMAGAZ381: Magazines Print + Digital Editions - Frequency/Average Issue: Runners World: Print+Digital Audience
MMAGAZ384: Magazines Print + Digital Editions - Frequency/Average Issue: Scientific American: Print+Digital Audience
MMAGAZ383: Magazines Print + Digital Editions - Frequency/Average Issue: Saturday Evening Post The: Print+Digital Audience
MMAGAZ386: Magazines Print + Digital Editions - Frequency/Average Issue: Shape: Print+Digital Audience
MMAGAZ393: Magazines Print + Digital Editions - Frequency/Average Issue: Sports Illustrated: Print+Digital Audience
MMAGAZ388: Magazines Print + Digital Editions - Frequency/Average Issue: Ski: Print+Digital Audience
MMAGAZ389: Magazines Print + Digital Editions - Frequency/Average Issue: Smithsonian: Print+Digital Audience
MMAGAZ391: Magazines Print + Digital Editions - Frequency/Average Issue: Southern Living: Print+Digital Audience
MMAGAZ394: Magazines Print + Digital Editions - Frequency/Average Issue: Star: Print+Digital Audience
MMAGAZ382: Magazines Print + Digital Editions - Frequency/Average Issue: Salt Water Sportsman: Print+Digital Audience
MMAGAZ404: Magazines Print + Digital Editions - Frequency/Average Issue: Town & Country: Print+Digital Audience
MMAGAZ400: Magazines Print + Digital Editions - Frequency/Average Issue: Tennis: Print+Digital Audience
MMAGAZ401: Magazines Print + Digital Editions - Frequency/Average Issue: Texas Monthly: Print+Digital Audience
MMAGAZ403: Magazines Print + Digital Editions - Frequency/Average Issue: Time: Print+Digital Audience
MMAGAZ402: Magazines Print + Digital Editions - Frequency/Average Issue: This Old House: Print+Digital Audience
MMAGAZ405: Magazines Print + Digital Editions - Frequency/Average Issue: Traditional Home: Print+Digital Audience
MMAGAZ406: Magazines Print + Digital Editions - Frequency/Average Issue: Travel + Leisure: Print+Digital Audience
MMAGAZ288: Magazines Print + Digital Editions - Frequency/Average Issue: Country: Print+Digital Audience
MMAGAZ398: Magazines Print + Digital Editions - Frequency/Average Issue: Taste of Home: Print+Digital Audience
MMAGAZ407: Magazines Print + Digital Editions - Frequency/Average Issue: TV Guide Magazine: Print+Digital Audience
MMAGAZ410: Magazines Print + Digital Editions - Frequency/Average Issue: USA Hockey: Print+Digital Audience
MMAGAZ409: Magazines Print + Digital Editions - Frequency/Average Issue: Us Weekly: Print+Digital Audience
MMAGAZ413: Magazines Print + Digital Editions - Frequency/Average Issue: Veranda: Print+Digital Audience
MMAGAZ414: Magazines Print + Digital Editions - Frequency/Average Issue: VFW Magazine: Print+Digital Audience
MMAGAZ412: Magazines Print + Digital Editions - Frequency/Average Issue: Vanity Fair: Print+Digital Audience
MMAGAZ415: Magazines Print + Digital Editions - Frequency/Average Issue: Vogue: Print+Digital Audience
MMAGAZ417: Magazines Print + Digital Editions - Frequency/Average Issue: WebMD Magazine: Print+Digital Audience
MMAGAZ423: Magazines Print + Digital Editions - Frequency/Average Issue: Womens Health: Print+Digital Audience
MMAGAZ419: Magazines Print + Digital Editions - Frequency/Average Issue: Wine Spectator: Print+Digital Audience
MMAGAZ420: Magazines Print + Digital Editions - Frequency/Average Issue: Wired: Print+Digital Audience
MMAGAZ421: Magazines Print + Digital Editions - Frequency/Average Issue: Womens Day: Print+Digital Audience
MMAGAZ422: Magazines Print + Digital Editions - Frequency/Average Issue: Womens World: Print+Digital Audience
MMAGAZ426: Magazines Print + Digital Editions - Frequency/Average Issue: Yoga Journal: Print+Digital Audience
MMAGAZ425: Magazines Print + Digital Editions - Frequency/Average Issue: Yankee: Print+Digital Audience
MMAGAZ063: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: AARP The Magazine: Average Issue Audience [29]
MMAGAZ065: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Allure: Average Issue Audience [29]
MMAGAZ066: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Hunter: Average Issue Audience [29]
MMAGAZ067: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Legion: Average Issue Audience [29]
MMAGAZ068: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: American Rifleman: Average Issue Audience [29]
MMAGAZ070: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Architectural Digest: Average Issue Audience [29]
MMAGAZ036: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Allrecipes: Average Issue Audience [29]
MMAGAZ072: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Atlantic The: Average Issue Audience [29]
MMAGAZ038: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bon App, tit: Average Issue Audience [29]
MMAGAZ080: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Birds & Blooms: Average Issue Audience [29]
MMAGAZ078: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Better Homes & Gardens: Average Issue Audience [29]
MMAGAZ079: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bicycling: Average Issue Audience [29]
MMAGAZ075: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Backpacker: Average Issue Audience [29]
MMAGAZ077: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bassmaster: Average Issue Audience [29]
MMAGAZ083: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Boating: Average Issue Audience [29]
MMAGAZ082: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Bloomberg Businessweek: Average Issue Audience [29]
MMAGAZ087: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Car and Driver: Average Issue Audience [29]
MMAGAZ039: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Costco Connection: Average Issue Audience [29]
MMAGAZ091: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cigar Aficionado: Average Issue Audience [29]
MMAGAZ100: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country Living: Average Issue Audience [29]
MMAGAZ097: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cosmopolitan: Average Issue Audience [29]
MMAGAZ093: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Conde Nast Traveler: Average Issue Audience [29]
MMAGAZ096: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Cooking with Paula Deen: Average Issue Audience [29]
MMAGAZ101: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country Sampler: Average Issue Audience [29]
MMAGAZ094: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Consumer Reports: Average Issue Audience [29]
MMAGAZ105: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Diabetes Self-Management: Average Issue Audience [29]
MMAGAZ107: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Discover: Average Issue Audience [29]
MMAGAZ108: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Ducks Unlimited: Average Issue Audience [29]
MMAGAZ092: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Dwell Magazine: Average Issue Audience [29]
MMAGAZ112: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Economist The: Average Issue Audience [29]
MMAGAZ113: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elle: Average Issue Audience [29]
MMAGAZ095: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elle D, cor: Average Issue Audience [29]
MMAGAZ431: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Elks Magazine The: Average Issue Audience [29]
MMAGAZ115: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Entertainment Weekly: Average Issue Audience [29]
MMAGAZ118: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Esquire: Average Issue Audience [29]
MMAGAZ119: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Essence: Average Issue Audience [29]
MMAGAZ116: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Entrepreneur: Average Issue Audience [29]
MMAGAZ110: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: EatingWell: Average Issue Audience [29]
MMAGAZ102: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Family Handyman: Average Issue Audience [29]
MMAGAZ128: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Forbes: Average Issue Audience [29]
MMAGAZ124: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: First For Women: Average Issue Audience [29]
MMAGAZ127: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Food Network Magazine: Average Issue Audience [29]
MMAGAZ129: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Fortune: Average Issue Audience [29]
MMAGAZ131: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Four Wheeler: Average Issue Audience [29]

MMAGAZ126: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Food & Wine: Average Issue Audience [29]
MMAGAZ432: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golfweek: Average Issue Audience [29]
MMAGAZ133: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Game Informer: Average Issue Audience [29]
MMAGAZ136: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golf Magazine: Average Issue Audience [29]
MMAGAZ106: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Game & Fish: Average Issue Audience [29]
MMAGAZ138: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: GQ (Gentlemens Quarterly): Average Issue Audience [29]
MMAGAZ135: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Golf Digest: Average Issue Audience [29]
MMAGAZ137: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Good Housekeeping: Average Issue Audience [29]
MMAGAZ139: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Guideposts: Average Issue Audience [29]
MMAGAZ140: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Guns & Ammo: Average Issue Audience [29]
MMAGAZ141: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Harpers Bazaar: Average Issue Audience [29]
MMAGAZ143: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: HGTV Magazine: Average Issue Audience [29]
MMAGAZ144: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Hot Rod: Average Issue Audience [29]
MMAGAZ145: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: House Beautiful: Average Issue Audience [29]
MMAGAZ142: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Health: Average Issue Audience [29]
MMAGAZ146: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Hunting: Average Issue Audience [29]
MMAGAZ149: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: In Touch: Average Issue Audience [29]
MMAGAZ147: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: In-Fisherman: Average Issue Audience [29]
MMAGAZ150: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Inc.: Average Issue Audience [29]
MMAGAZ111: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: InStyle: Average Issue Audience [29]
MMAGAZ151: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Kiplingers Personal Finance: Average Issue Audience [29]
MMAGAZ153: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Life & Style Weekly: Average Issue Audience [29]
MMAGAZ157: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Maxim: Average Issue Audience [29]
MMAGAZ122: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Magnolia Journal: Average Issue Audience [29]
MMAGAZ125: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mens Journal: Average Issue Audience [29]
MMAGAZ134: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: MotorTrend: Average Issue Audience [29]
MMAGAZ155: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Marie Claire: Average Issue Audience [29]
MMAGAZ164: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mother Earth News: Average Issue Audience [29]
MMAGAZ159: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Mens Health: Average Issue Audience [29]
MMAGAZ156: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Martha Stewart Living: Average Issue Audience [29]
MMAGAZ162: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Midwest Living: Average Issue Audience [29]
MMAGAZ168: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Enquirer: Average Issue Audience [29]
MMAGAZ176: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New Yorker The: Average Issue Audience [29]
MMAGAZ169: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Geographic: Average Issue Audience [29]
MMAGAZ170: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Geographic Kids: Average Issue Audience [29]
MMAGAZ172: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: National Wildlife: Average Issue Audience [29]
MMAGAZ173: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: New York Magazine: Average Issue Audience [29]
MMAGAZ178: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: OK!: Average Issue Audience [29]
MMAGAZ180: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Outside: Average Issue Audience [29]
MMAGAZ183: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: People: Average Issue Audience [29]
MMAGAZ152: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: People en Español: Average Issue Audience [29]
MMAGAZ158: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Parents Latina: Average Issue Audience [29]
MMAGAZ186: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Popular Mechanics: Average Issue Audience [29]
MMAGAZ182: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Parents: Average Issue Audience [29]
MMAGAZ188: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Prevention: Average Issue Audience [29]
MMAGAZ189: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Psychology Today: Average Issue Audience [29]
MMAGAZ191: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Readers Digest: Average Issue Audience [29]
MMAGAZ194: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Reminisce: Average Issue Audience [29]
MMAGAZ196: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Rolling Stone: Average Issue Audience [29]
MMAGAZ192: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Real Simple: Average Issue Audience [29]
MMAGAZ195: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Road & Track: Average Issue Audience [29]
MMAGAZ197: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Runners World: Average Issue Audience [29]
MMAGAZ200: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Scientific American: Average Issue Audience [29]
MMAGAZ199: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Saturday Evening Post The: Average Issue Audience [29]
MMAGAZ202: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Shape: Average Issue Audience [29]
MMAGAZ209: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Sports Illustrated: Average Issue Audience [29]
MMAGAZ204: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Ski: Average Issue Audience [29]
MMAGAZ205: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Smithsonian: Average Issue Audience [29]
MMAGAZ207: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Southern Living: Average Issue Audience [29]
MMAGAZ210: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Star: Average Issue Audience [29]
MMAGAZ213: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Sunset: Average Issue Audience [29]
MMAGAZ161: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Salt Water Sportsman: Average Issue Audience [29]
MMAGAZ221: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Town & Country: Average Issue Audience [29]
MMAGAZ217: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Tennis: Average Issue Audience [29]
MMAGAZ218: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Texas Monthly: Average Issue Audience [29]
MMAGAZ220: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Time: Average Issue Audience [29]
MMAGAZ185: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: This Old House: Average Issue Audience [29]
MMAGAZ222: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Traditional Home: Average Issue Audience [29]
MMAGAZ223: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Travel + Leisure: Average Issue Audience [29]
MMAGAZ099: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Country: Average Issue Audience [29]
MMAGAZ215: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Taste of Home: Average Issue Audience [29]
MMAGAZ193: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: TV Guide Magazine: Average Issue Audience [29]
MMAGAZ229: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: USA Hockey: Average Issue Audience [29]
MMAGAZ228: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Us Weekly: Average Issue Audience [29]
MMAGAZ237: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Veranda: Average Issue Audience [29]
MMAGAZ238: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: VFW Magazine: Average Issue Audience [29]
MMAGAZ236: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Vanity Fair: Average Issue Audience [29]
MMAGAZ239: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Vogue: Average Issue Audience [29]

MMAGAZ243: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: WebMD Magazine: Average Issue Audience [29]
MMAGAZ249: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womens Health: Average Issue Audience [29]
MMAGAZ245: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Wine Spectator: Average Issue Audience [29]
MMAGAZ246: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Wired: Average Issue Audience [29]
MMAGAZ247: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womens Day: Average Issue Audience [29]
MMAGAZ248: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Womens World: Average Issue Audience [29]
MMAGAZ252: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Yoga Journal: Average Issue Audience [29]
MMAGAZ251: Magazines Audience Codes [Print/Paper/Hard Copy Versions]: Yankee: Average Issue Audience [29]

Digital Magazines

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

Newspapers

MNEWSP001: Digital Newspapers: Read or looked into any electronic version of a newspaper including website
MNEWSP002: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Chicago Tribune (Sunday): Average Issue Audience [29]
MNEWSP003: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Los Angeles Times (Sunday): Average Issue Audience [29]
MNEWSP004: Newspaper Audiences [Print/Paper/Hard Copy Versions]: New York Times (Daily): Average Issue Audience [29]
MNEWSP006: Newspaper Audiences [Print/Paper/Hard Copy Versions]: New York Times (Sunday): Average Issue Audience [29]
MNEWSP007: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Parade Carrier Newspapers: Average Issue Audience [29]
MNEWSP008: Newspaper Audiences [Print/Paper/Hard Copy Versions]: USA Today: Average Issue Audience [29]
MNEWSP009: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Wall Street Journal: Average Issue Audience [29]
MNEWSP017: Newspaper Audiences [Print/Paper/Hard Copy Versions]: Washington Post (Sunday): Average Issue Audience [29]
MNEWSP005: Newspaper Print + Digital Editions: New York Times (Daily): Print+Digital Audience
MNEWSP010: Newspaper Print + Digital Editions: New York Times (Sunday): Print+Digital Audience
MNEWSP011: Newspaper Print + Digital Editions: USA Today: Print+Digital Audience
MNEWSP016: Newspaper Print + Digital Editions: Wall Street Journal: Print+Digital Audience
MNEWSP030: New York Times (Daily): Rtg: One of my Favorites [29]
MNEWSP031: New York Times (Daily): Rtg: Very Good [29]
MNEWSP032: New York Times (Daily): Rtg: Good [29]
MNEWSP033: New York Times (Daily): Rtg: Average [29]
MNEWSP034: New York Times (Daily): Rtg: Poor [29]
MNEWSP035: New York Times (Sunday): Rtg: One of my Favorites [29]
MNEWSP036: New York Times (Sunday): Rtg: Very Good [29]
MNEWSP037: New York Times (Sunday): Rtg: Good [29]
MNEWSP038: New York Times (Sunday): Rtg: Average [29]
MNEWSP039: New York Times (Sunday): Rtg: Poor [29]
MNEWSP040: USA Today: Rtg: One of my Favorites [29]
MNEWSP041: USA Today: Rtg: Very Good [29]
MNEWSP042: USA Today: Rtg: Good [29]
MNEWSP043: USA Today: Rtg: Average [29]
MNEWSP044: USA Today: Rtg: Poor [29]
MNEWSP045: Wall Street Journal: Rtg: One of my Favorites [29]
MNEWSP046: Wall Street Journal: Rtg: Very Good [29]
MNEWSP047: Wall Street Journal: Rtg: Good [29]
MNEWSP048: Wall Street Journal: Rtg: Average [29]
MNEWSP049: Wall Street Journal: Rtg: Poor [29]
MNEWSP111: New York Times (Daily): Mins: 0-15 [29]
MNEWSP112: New York Times (Daily): Mins: 16-30 [29]
MNEWSP113: New York Times (Daily): Mins: 31-45 [29]
MNEWSP114: New York Times (Daily): Mins: 46-60 [29]
MNEWSP115: New York Times (Daily): Hrs: 1-1 1/2 [29]
MNEWSP116: New York Times (Daily): Hrs: 1 1/2-2 [29]
MNEWSP117: New York Times (Daily): Hrs: 2-2 1/2 [29]
MNEWSP118: New York Times (Daily): Hrs: 2 1/2-3 [29]

MNEWSP119: New York Times (Daily): Hrs: 3-3 1/2 [29]
MNEWSP120: New York Times (Daily): Hrs: 3 1/2-4 [29]
MNEWSP121: New York Times (Daily): Hrs: 4-5 [29]
MNEWSP122: New York Times (Daily): Hrs: 5+ [29]
MNEWSP123: New York Times (Sunday): Mins: 0-15 [29]
MNEWSP124: New York Times (Sunday): Mins: 16-30 [29]
MNEWSP125: New York Times (Sunday): Mins: 31-45 [29]
MNEWSP126: New York Times (Sunday): Mins: 46-60 [29]
MNEWSP054: New York Times (Sunday): Hrs: 1-1 1/2 [29]
MNEWSP127: New York Times (Sunday): Hrs: 1 1/2-2 [29]
MNEWSP056: New York Times (Sunday): Hrs: 2-2 1/2 [29]
MNEWSP128: New York Times (Sunday): Hrs: 2 1/2-3 [29]
MNEWSP058: New York Times (Sunday): Hrs: 3-3 1/2 [29]
MNEWSP129: New York Times (Sunday): Hrs: 3 1/2-4 [29]
MNEWSP130: New York Times (Sunday): Hrs: 4-5 [29]
MNEWSP131: New York Times (Sunday): Hrs: 5+ [29]
MNEWSP132: USA Today: Mins: 0-15 [29]
MNEWSP133: USA Today: Mins: 16-30 [29]
MNEWSP134: USA Today: Mins: 31-45 [29]
MNEWSP135: USA Today: Mins: 46-60 [29]
MNEWSP136: USA Today: Hrs: 1-1 1/2 [29]
MNEWSP137: USA Today: Hrs: 1 1/2-2 [29]
MNEWSP138: USA Today: Hrs: 2-2 1/2 [29]
MNEWSP139: USA Today: Hrs: 2 1/2-3 [29]
MNEWSP140: USA Today: Hrs: 3-3 1/2 [29]
MNEWSP141: USA Today: Hrs: 3 1/2-4 [29]
MNEWSP142: USA Today: Hrs: 4-5 [29]
MNEWSP143: USA Today: Hrs: 5+ [29]
MNEWSP144: Wall Street Journal: Mins: 0-15 [29]
MNEWSP145: Wall Street Journal: Mins: 16-30 [29]
MNEWSP146: Wall Street Journal: Mins: 31-45 [29]
MNEWSP147: Wall Street Journal: Mins: 46-60 [29]
MNEWSP148: Wall Street Journal: Hrs: 1-1 1/2 [29]
MNEWSP149: Wall Street Journal: Hrs: 1 1/2-2 [29]
MNEWSP150: Wall Street Journal: Hrs: 2-2 1/2 [29]
MNEWSP151: Wall Street Journal: Hrs: 2 1/2-3 [29]
MNEWSP152: Wall Street Journal: Hrs: 3-3 1/2 [29]
MNEWSP153: Wall Street Journal: Hrs: 3 1/2-4 [29]
MNEWSP154: Wall Street Journal: Hrs: 4-5 [29]
MNEWSP155: Wall Street Journal: Hrs: 5+ [29]
MNEWSP062: Newspaper Reading: Main News/Front Page Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP063: Newspaper Reading: International/National News Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP064: Newspaper Reading: Local News Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP065: Newspaper Reading: Business/Finance Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP066: Newspaper Reading: Classified Advertising Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP067: Newspaper Reading: Comics Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP068: Newspaper Reading: Editorial Page Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP069: Newspaper Reading: Entertainment/Lifestyle Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP070: Newspaper Reading: Fashion Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP071: Newspaper Reading: Food/Cooking Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP072: Newspaper Reading: Health Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP073: Newspaper Reading: Home/Home Design/Furnishings/Gardening Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP074: Newspaper Reading: Movie Listings & Reviews Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP075: Newspaper Reading: Science & Technology Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP076: Newspaper Reading: Sports Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP077: Newspaper Reading: Travel Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP078: Newspaper Reading: TV Listings Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP079: Newspaper Reading: Weather Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP080: Newspaper Reading: Advertisements Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper

MNEWSP081: Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper or Read in Sunday/Weekend Newspaper
MNEWSP082: Newspaper: Actions Taken Of Advertising: Shopped at an advertised store
MNEWSP083: Newspaper: Actions Taken Of Advertising: Purchased an advertised product
MNEWSP084: Newspaper: Actions Taken Of Advertising: Requested addl info on an advertised product
MNEWSP085: Newspaper: Actions Taken Of Advertising: Cut out an ad for later reference
MNEWSP086: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Very useful
MNEWSP087: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Somewhat useful
MNEWSP088: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Not at all useful
MNEWSP089: Newspaper: Usefulness Of Advertising - Sunday/Weekend: Any Section
MNEWSP090: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Very useful
MNEWSP091: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Somewhat useful
MNEWSP092: Newspaper: Usefulness Of Advertising - Weekday Newspaper: Not at all useful
MNEWSP093: Newspapers [Print/Paper/Hard-Copy]: Read any daily newspaper
MNEWSP094: Newspapers [Print/Paper/Hard-Copy]: Read any one daily newspaper
MNEWSP095: Newspapers [Print/Paper/Hard-Copy]: Read any two or more daily newspapers
MNEWSP096: Newspapers [Print/Paper/Hard-Copy]: Read any Sunday newspaper
MNEWSP097: Newspapers [Print/Paper/Hard-Copy]: Read any one Sunday newspaper
MNEWSP098: Newspapers [Print/Paper/Hard-Copy]: Read any two or more Sunday newspapers
MNEWSP099: Newspapers Websites: New York Times (Daily)
MNEWSP100: Newspapers Websites: New York Times (Sunday)
MNEWSP101: Newspapers Websites: USA Today
MNEWSP102: Newspapers Websites: Wall Street Journal

MRADIO045: Radio/Audio Dayparts: Weekday 3 hours: Midnight - 6:00 am
MRADIO041: Radio/Audio Dayparts: Weekday 3 1/2 hours: 6:00 am - 10:00 am
MRADIO047: Radio/Audio Dayparts: Weekday 3 1/2 hours: 10:00 am - 3:00 pm
MRADIO043: Radio/Audio Dayparts: Weekday 3 1/2 hours: 3:00 pm - 7:00 pm
MRADIO049: Radio/Audio Dayparts: Weekday 3 1/2 hours: 7:00 pm - Midnight
MRADIO050: Radio/Audio Dayparts: Weekday 3 1/2 hours: Midnight - 6:00 am
MRADIO165: Radio/Audio Dayparts: Weekday 4 hours: 6:00 am - 10:00 am
MRADIO052: Radio/Audio Dayparts: Weekday 4 hours: 10:00 am - 3:00 pm
MRADIO166: Radio/Audio Dayparts: Weekday 4 hours: 3:00 pm - 7:00 pm
MRADIO054: Radio/Audio Dayparts: Weekday 4 hours: 7:00 pm - Midnight
MRADIO055: Radio/Audio Dayparts: Weekday 4 hours: Midnight - 6:00 am
MRADIO051: Radio/Audio Dayparts: Weekday 4 1/2 hours: 6:00 am - 10:00 am
MRADIO057: Radio/Audio Dayparts: Weekday 4 1/2 hours: 10:00 am - 3:00 pm
MRADIO053: Radio/Audio Dayparts: Weekday 4 1/2 hours: 3:00 pm - 7:00 pm
MRADIO059: Radio/Audio Dayparts: Weekday 4 1/2 hours: 7:00 pm - Midnight
MRADIO060: Radio/Audio Dayparts: Weekday 4 1/2 hours: Midnight - 6:00 am
MRADIO167: Radio/Audio Dayparts: Weekday 5+ hours: 6:00 am - 10:00 am
MRADIO062: Radio/Audio Dayparts: Weekday 5+ hours: 10:00 am - 3:00 pm
MRADIO168: Radio/Audio Dayparts: Weekday 5+ hours: 3:00 pm - 7:00 pm
MRADIO064: Radio/Audio Dayparts: Weekday 5+ hours: 7:00 pm - Midnight
MRADIO065: Radio/Audio Dayparts: Weekday 5+ hours: Midnight - 6:00 am
MRADIO066: Radio/Audio Dayparts: Weekend Yes listened: 6:00 am - 10:00 am
MRADIO067: Radio/Audio Dayparts: Weekend Yes listened: 10:00 am - 3:00 pm
MRADIO068: Radio/Audio Dayparts: Weekend Yes listened: 3:00 pm - 7:00 pm
MRADIO069: Radio/Audio Dayparts: Weekend Yes listened: 7:00 pm - Midnight
MRADIO070: Radio/Audio Dayparts: Weekend Yes listened: Midnight - 6:00 am
MRADIO071: Radio/Audio Dayparts: Weekend Did not listen: 6:00 am - 10:00 am
MRADIO072: Radio/Audio Dayparts: Weekend Did not listen: 10:00 am - 3:00 pm
MRADIO073: Radio/Audio Dayparts: Weekend Did not listen: 3:00 pm - 7:00 pm
MRADIO074: Radio/Audio Dayparts: Weekend Did not listen: 7:00 pm - Midnight
MRADIO075: Radio/Audio Dayparts: Weekend Did not listen: Midnight - 6:00 am

Radio Dayparts

MRADIO001: Radio/Audio Daypart Cumes: Weekday 6:00 am - 10:00 am
MRADIO002: Radio/Audio Daypart Cumes: Weekday 10:00 am - 3:00 pm
MRADIO003: Radio/Audio Daypart Cumes: Weekday 3:00 pm - 7:00 pm
MRADIO004: Radio/Audio Daypart Cumes: Weekday 7:00 pm - Midnight
MRADIO005: Radio/Audio Daypart Cumes: Weekday Midnight - 6:00 am
MRADIO006: Radio/Audio Daypart Cumes: Weekend 6:00 am - 10:00 am
MRADIO007: Radio/Audio Daypart Cumes: Weekend 10:00 am - 3:00 pm
MRADIO008: Radio/Audio Daypart Cumes: Weekend 3:00 pm - 7:00 pm
MRADIO009: Radio/Audio Daypart Cumes: Weekend 7:00 pm - Midnight
MRADIO010: Radio/Audio Daypart Cumes: Weekend Midnight - 6:00 am
MRADIO011: Radio/Audio Dayparts: Weekday Did not listen: 6:00 am - 10:00 am
MRADIO012: Radio/Audio Dayparts: Weekday Did not listen: 10:00 am - 3:00 pm
MRADIO013: Radio/Audio Dayparts: Weekday Did not listen: 3:00 pm - 7:00 pm
MRADIO014: Radio/Audio Dayparts: Weekday Did not listen: 7:00 pm - Midnight
MRADIO015: Radio/Audio Dayparts: Weekday Did not listen: Midnight - 6:00 am
MRADIO016: Radio/Audio Dayparts: Weekday 1/2 hour: 6:00 am - 10:00 am
MRADIO017: Radio/Audio Dayparts: Weekday 1/2 hour: 10:00 am - 3:00 pm
MRADIO018: Radio/Audio Dayparts: Weekday 1/2 hour: 3:00 pm - 7:00 pm
MRADIO019: Radio/Audio Dayparts: Weekday 1/2 hour: 7:00 pm - Midnight
MRADIO020: Radio/Audio Dayparts: Weekday 1/2 hour: Midnight - 6:00 am
MRADIO021: Radio/Audio Dayparts: Weekday 1 hour: 6:00 am - 10:00 am
MRADIO022: Radio/Audio Dayparts: Weekday 1 hour: 10:00 am - 3:00 pm
MRADIO023: Radio/Audio Dayparts: Weekday 1 hour: 3:00 pm - 7:00 pm
MRADIO024: Radio/Audio Dayparts: Weekday 1 hour: 7:00 pm - Midnight
MRADIO025: Radio/Audio Dayparts: Weekday 1 hour: Midnight - 6:00 am
MRADIO026: Radio/Audio Dayparts: Weekday 1 1/2 hour: 6:00 am - 10:00 am
MRADIO027: Radio/Audio Dayparts: Weekday 1 1/2 hour: 10:00 am - 3:00 pm
MRADIO028: Radio/Audio Dayparts: Weekday 1 1/2 hour: 3:00 pm - 7:00 pm
MRADIO029: Radio/Audio Dayparts: Weekday 1 1/2 hour: 7:00 pm - Midnight
MRADIO030: Radio/Audio Dayparts: Weekday 1 1/2 hour: Midnight - 6:00 am
MRADIO056: Radio/Audio Dayparts: Weekday 2 hours: 6:00 am - 10:00 am
MRADIO032: Radio/Audio Dayparts: Weekday 2 hours: 10:00 am - 3:00 pm
MRADIO058: Radio/Audio Dayparts: Weekday 2 hours: 3:00 pm - 7:00 pm
MRADIO034: Radio/Audio Dayparts: Weekday 2 hours: 7:00 pm - Midnight
MRADIO035: Radio/Audio Dayparts: Weekday 2 hours: Midnight - 6:00 am
MRADIO031: Radio/Audio Dayparts: Weekday 2 1/2 hours: 6:00 am - 10:00 am
MRADIO037: Radio/Audio Dayparts: Weekday 2 1/2 hours: 10:00 am - 3:00 pm
MRADIO033: Radio/Audio Dayparts: Weekday 2 1/2 hours: 3:00 pm - 7:00 pm
MRADIO039: Radio/Audio Dayparts: Weekday 2 1/2 hours: 7:00 pm - Midnight
MRADIO040: Radio/Audio Dayparts: Weekday 2 1/2 hours: Midnight - 6:00 am
MRADIO061: Radio/Audio Dayparts: Weekday 3 hours: 6:00 am - 10:00 am
MRADIO042: Radio/Audio Dayparts: Weekday 3 hours: 10:00 am - 3:00 pm
MRADIO063: Radio/Audio Dayparts: Weekday 3 hours: 3:00 pm - 7:00 pm
MRADIO044: Radio/Audio Dayparts: Weekday 3 hours: 7:00 pm - Midnight

Radio Formats

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

Radio Listening (AM/FM)

MRADIO108: Radio Listening - Any AM - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO109: Radio Listening - Any AM - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO110: Radio Listening - Any AM - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO111: Radio Listening - Any AM - Dayparts: Weekday 7:00 pm - midnight
MRADIO112: Radio Listening - Any AM - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO113: Radio Listening - Any AM - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO114: Radio Listening - Any AM - Dayparts: Weekend 3:00 pm - 7:00 pm

MRADIO115: Radio Listening - Any AM - Dayparts: Weekend 7:00 pm - midnight
MRADIO116: Radio Listening - Any FM - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO117: Radio Listening - Any FM - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO118: Radio Listening - Any FM - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO119: Radio Listening - Any FM - Dayparts: Weekday 7:00 pm - midnight
MRADIO120: Radio Listening - Any FM - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO121: Radio Listening - Any FM - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO122: Radio Listening - Any FM - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO123: Radio Listening - Any FM - Dayparts: Weekend 7:00 pm - midnight

Radio Listening (Satellite)

MRADIO124: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO125: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO126: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO127: Radio Listening - Internet/App Or Satellite - Dayparts: Weekday 7:00 pm - midnight
MRADIO128: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO129: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO130: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO131: Radio Listening - Internet/App Or Satellite - Dayparts: Weekend 7:00 pm - midnight
MRADIO132: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 6:00 am - 10:00 am
MRADIO133: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 10:00 am - 3:00 pm
MRADIO134: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 3:00 pm - 7:00 pm
MRADIO135: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekday 7:00 pm - midnight
MRADIO136: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 6:00 am - 10:00 am
MRADIO137: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 10:00 am - 3:00 pm
MRADIO138: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 3:00 pm - 7:00 pm
MRADIO139: Radio Listening - Siriusxm Radio (Any Satellite) - Dayparts: Weekend 7:00 pm - midnight
MRADIO140: Radio Listening - Terrestrial Internet & Satellite: Any AM listening
MRADIO141: Radio Listening - Terrestrial Internet & Satellite: Any FM listening
MRADIO142: Radio Listening - Terrestrial Internet & Satellite: Any Internet/App or Satellite listening
MRADIO143: Radio Listening - Terrestrial Internet & Satellite: Any Internet/App
MRADIO144: Radio Listening - Terrestrial Internet & Satellite: SiriusXM Radio (Any Satellite)

Radio Networks

MRADIO145: Radio Networks: AURN (American Urban Radio Network)
MRADIO146: Radio Networks: NPR (National Public Radio)
MRADIO147: Radio Networks: Premiere America
MRADIO148: Radio Networks: Premiere Daytime Adult
MRADIO149: Radio Networks: Premiere Daytime Youth
MRADIO150: Radio Networks: Premiere Female Focus
MRADIO151: Radio Networks: Premiere Fox News
MRADIO175: Radio Networks: Premiere Paragon
MRADIO176: Radio Networks: Premiere Pearl
MRADIO152: Radio Networks: Premiere Super Moms
MRADIO153: Radio Networks: Premiere Top 50 Optimized
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
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

Television Dayparts

MTELEV033: TV Dayparts: Weekdays: 6:00 am-7:00 am (all zones)
MTELEV034: TV Dayparts: Weekdays: 7:00 am-9:00 am (all zones)
MTELEV035: TV Dayparts: Weekdays: 9:00 am-12 noon (all zones)
MTELEV036: TV Dayparts: Weekdays: 12noon-4:00 pm (Eastern/Pacific) 12noon-3:00 pm (Central/Midwest)
MTELEV037: TV Dayparts: Weekdays: 4:00 pm-6:00 pm (Eastern/Pacific) 3:00 pm-5:00 pm (Central/Mountain)
MTELEV038: TV Dayparts: Weekdays: 6:00 pm-7:00 pm (Eastern/Pacific) 5:00 pm-6:00 pm (Central/Mountain)
MTELEV039: TV Dayparts: Weekdays: 7:00 pm-7:30 pm (Eastern/Pacific) 6:00 pm-6:30 pm (Central/Mountain)
MTELEV040: TV Dayparts: Weekdays: 7:30 pm-8:00 pm (Eastern/Pacific) 6:30 pm-7:00 pm (Central/Mountain)
MTELEV041: TV Dayparts: Weekdays: 8:00 pm-11:00 pm (Eastern/Pacific) 7:00 pm-10:00 pm (Central/Mountain)
MTELEV042: TV Dayparts: Weekdays: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV043: TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-midnight (Central/Mountain)
MTELEV044: TV Dayparts: Weekdays: 1:00 am-6:00 am (Eastern/Pacific) 12:00 am-6:00 am (Central/Mountain)
MTELEV045: TV Dayparts: Saturday: 7:00 am-10:00 am (all zones)
MTELEV046: TV Dayparts: Saturday: 10:00 am-1:00 pm (Eastern/Pacific) 10:00 am-12 noon (Central/Mountain)
MTELEV047: TV Dayparts: Saturday: 1:00 pm-4:30 pm (Eastern/Pacific) 12 noon-3:30 pm (Central/Mountain)
MTELEV048: TV Dayparts: Saturday: 4:30 pm-6:00 pm (Eastern/Pacific) 3:30 pm-5:00 pm (Central/Mountain)
MTELEV049: TV Dayparts: Saturday: 6:00 pm-7:30 pm (Eastern/Pacific) 5:00 pm-6:30 pm (Central/Mountain)
MTELEV050: TV Dayparts: Saturday: 7:30 pm-8:00 pm (Eastern/Pacific) 6:30 pm-7:00 pm (Central/Mountain)
MTELEV051: TV Dayparts: Saturday: 8:00 pm-10:00 pm (Eastern/Pacific) 7:00 pm-9:00 pm (Central/Mountain)
MTELEV052: TV Dayparts: Saturday: 10:00 pm-11:00 pm (Eastern/Pacific) 9:00 pm-10:00 pm (Central/Mountain)
MTELEV053: TV Dayparts: Saturday: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV054: TV Dayparts: Saturday: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MTELEV055: TV Dayparts: Sunday: 7:00 am-10:00 am (all zones)
MTELEV056: TV Dayparts: Sunday: 10:00 am-1:00 pm (Eastern/Pacific) 10:00 am-12 noon (Central/Mountain)
MTELEV057: TV Dayparts: Sunday: 1:00 pm-4:30 pm (Eastern/Pacific) 12 noon-3:30 pm (Central/Mountain)
MTELEV058: TV Dayparts: Sunday: 4:30 pm-6:00 pm (Eastern/Pacific) 3:30 pm-5:00 pm (Central/Mountain)
MTELEV059: TV Dayparts: Sunday: 6:00 pm-7:00 pm (Eastern/Pacific) 5:00 pm-6:00 pm (Central/Mountain)
MTELEV060: TV Dayparts: Sunday: 7:00 pm-10:00 pm (Eastern/Pacific) 6:00 pm-9:00 pm (Central/Mountain)
MTELEV061: TV Dayparts: Sunday: 10:00 pm-11:00 pm (Eastern/Pacific) 9:00 pm-10:00 pm (Central/Mountain)
MTELEV062: TV Dayparts: Sunday: 11:00 pm-11:30 pm (Eastern/Pacific) 10:00 pm-10:30 pm (Central/Mountain)
MTELEV063: TV Dayparts: Sunday: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MTELEV064: TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific) 7:00-10:00 pm (Central/Mountain)
MTELEV065: TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific) 7:00-10:00 pm (Central/Mountain)
MTELEV066: TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific) 6:00-10:00 pm (Central/Mountain)
MTELEV068: TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)
MTELEV069: TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)
MTELEV071: TV Dayparts: Total Prime time Mon-Sun
MTELEV072: TV Dayparts: Weekend childrens shows: Saturday-Sunday morning
MTELEV073: TV Dayparts: Weekend Sports: Saturday-Sunday afternoon

Television Show Types

MTELEV074: TV Show Types: Auto Racing - Specials
MTELEV075: TV Show Types: Awards-Specials

MTELEV117: TV Show Types: Baseball - Weekend
MTELEV076: TV Show Types: Baseball Specials
MTELEV077: TV Show Types: Basketball - Weekend - College
MTELEV078: TV Show Types: Basketball - Weekend - Professional
MTELEV079: TV Show Types: Basketball Specials-College
MTELEV080: TV Show Types: Basketball Specials-Professional
MTELEV081: TV Show Types: Comedy/Variety
MTELEV082: TV Show Types: Daytime Dramas
MTELEV083: TV Show Types: Daytime Game Shows
MTELEV084: TV Show Types: Daytime Talk/Variety
MTELEV085: TV Show Types: Documentary Informational- Primetime
MTELEV086: TV Show Types: Early Evening Network News - Mon-Fri
MTELEV087: TV Show Types: Early Evening Network News - Weekend
MTELEV088: TV Show Types: Early Evening Weekday News Programs (Local) - Mon-Fri
MTELEV089: TV Show Types: Early Morning News
MTELEV090: TV Show Types: Early Morning Talk/Informational/News
MTELEV091: TV Show Types: Early Morning Weekday News Programs (Local) - Mon-Fri
MTELEV092: TV Show Types: Entertainment Specials
MTELEV093: TV Show Types: Football-College Weekend
MTELEV094: TV Show Types: Football-Pro Weekend
MTELEV095: TV Show Types: Football Bowl Games-Specials
MTELEV096: TV Show Types: Football Pro Pregame Shows
MTELEV097: TV Show Types: Football Specials-Professional
MTELEV098: TV Show Types: Game Shows-Primetime
MTELEV099: TV Show Types: General Drama-Primetime
MTELEV100: TV Show Types: Golf
MTELEV101: TV Show Types: Hockey
MTELEV102: TV Show Types: Horse Racing
MTELEV103: TV Show Types: Late Evening Weekday News Programs (Local) - Mon-Fri
MTELEV104: TV Show Types: Late Night Network News/Info - Mon-Fri
MTELEV105: TV Show Types: Late Night Talk/Variety
MTELEV106: TV Show Types: News- Specials
MTELEV107: TV Show Types: Pageants - Specials
MTELEV108: TV Show Types: Reality-based
MTELEV109: TV Show Types: Situation Comedies - Primetime
MTELEV110: TV Show Types: Skating - Specials
MTELEV111: TV Show Types: Soccer
MTELEV112: TV Show Types: Sports Anthologies - Weekend
MTELEV113: TV Show Types: Sunday News/Interview
MTELEV114: TV Show Types: Syndicated Adult General
MTELEV115: TV Show Types: Tennis
MTELEV116: TV Show Types: Track & Field Games

Spanish Television

MTELEV001: Primetime Cume: Primetime Cume
MTELEV002: Spanish Television: Networks - Any Viewed: Telemundo
MTELEV003: Spanish Television: Networks - Any Viewed: UniMas
MTELEV004: Spanish Television: Networks - Any Viewed: Univision
MTELEV005: Spanish Television: Networks - Any Viewed: Any
MTELEV006: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri News Programs: Telemundo
MTELEV008: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri News Programs: Univision
MTELEV009: Spanish Television: Networks Within Types - Any Viewed: Early Morning Programs: Telemundo
MTELEV011: Spanish Television: Networks Within Types - Any Viewed: Early Morning Programs: Univision
MTELEV012: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: Telemundo
MTELEV013: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: UniMas
MTELEV014: Spanish Television: Networks Within Types - Any Viewed: Daytime Programs: Univision
MTELEV015: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: Telemundo
MTELEV016: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: UniMas
MTELEV017: Spanish Television: Networks Within Types - Any Viewed: Monday through Friday Programs: Univision
MTELEV010: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri Late Night Shows: UniMas
MTELEV020: Spanish Television: Networks Within Types - Any Viewed: Mon - Fri Late Night Shows: Univision
MTELEV021: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: Telemundo

MTELEV022: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: UniMas
MTELEV023: Spanish Television: Networks Within Types - Any Viewed: Once A Week Programs: Univision
MTELEV024: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: Telemundo
MTELEV025: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: UniMas
MTELEV026: Spanish Television: Networks Within Types - Any Viewed: Sports Programs: Univision
MTELEV027: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: Telemundo
MTELEV028: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: UniMas
MTELEV029: Spanish Television: Networks Within Types - Any Viewed: Seasonal Sports: Univision
MTELEV030: Spanish Television: Networks Within Types - Any Viewed: Annual Events/Specials: Telemundo
MTELEV032: Spanish Television: Networks Within Types - Any Viewed: Annual Events/Specials: Univision

Personal Care

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

Psychographics

Automotive Attitudes

MATTAUT001: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (DC)
MATTAUT002: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (DS)
MATTAUT003: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (AS)
MATTAUT004: Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck. (AC)
MATTAUT005: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (DC)
MATTAUT006: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (DS)

MATTAUT007: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (AS)
MATTAUT008: Automotive Attitudes: I plan to buy the vehicle that meets my needs no matter who makes it or in what country it is made. (AC)
MATTAUT009: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (DC)
MATTAUT010: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (DS)
MATTAUT011: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (AS)
MATTAUT012: Automotive Attitudes: The vehicle a person owns says a lot about him or her. (AC)
MATTAUT017: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (DC)
MATTAUT018: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (DS)
MATTAUT019: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (AS)
MATTAUT020: Automotive Attitudes: Im loyal to my vehicle brands and stick with them (AC)
MATTAUT021: Automotive Attitudes: I consider myself to be an automotive enthusiast. (DC)
MATTAUT022: Automotive Attitudes: I consider myself to be an automotive enthusiast. (DS)
MATTAUT023: Automotive Attitudes: I consider myself to be an automotive enthusiast. (AS)
MATTAUT024: Automotive Attitudes: I consider myself to be an automotive enthusiast. (AC)
MATTAUT025: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (DC)
MATTAUT026: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (DS)
MATTAUT027: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (AS)
MATTAUT028: Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. (AC)
MATTAUT029: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (DC)
MATTAUT030: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (DS)
MATTAUT031: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (AS)
MATTAUT032: Automotive Attitudes: I seek out vehicles with bold innovative designs that stand apart from others on the road. (AC)
MATTAUT033: Automotive Attitudes: I think of vehicles as basic transportation. (DC)
MATTAUT034: Automotive Attitudes: I think of vehicles as basic transportation. (DS)
MATTAUT035: Automotive Attitudes: I think of vehicles as basic transportation. (AS)
MATTAUT036: Automotive Attitudes: I think of vehicles as basic transportation. (AC)
MATTAUT037: Automotive Attitudes: I look forward to technology advances in new vehicles. (DC)
MATTAUT038: Automotive Attitudes: I look forward to technology advances in new vehicles. (DS)
MATTAUT039: Automotive Attitudes: I look forward to technology advances in new vehicles. (AS)
MATTAUT040: Automotive Attitudes: I look forward to technology advances in new vehicles. (AC)
MATTAUT041: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (DC)
MATTAUT042: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (DS)
MATTAUT043: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (AS)
MATTAUT044: Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. (AC)
MATTAUT053: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (DC)
MATTAUT054: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (DS)
MATTAUT055: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (AS)
MATTAUT056: Automotive Attitudes: When I find a vehicle that I like I typically recommend it to people I know. (AC)
MATTAUT057: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (DC)
MATTAUT058: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (DS)
MATTAUT059: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (AS)

MATTAUT060: Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. (AC)
MATTAUT061: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (DC)
MATTAUT062: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (DS)
MATTAUT063: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (AS)
MATTAUT064: Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration (AC)
MATTAUT065: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (DC)
MATTAUT066: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (DS)
MATTAUT067: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (AS)
MATTAUT068: Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle (AC)
MATTAUT069: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (DC)
MATTAUT070: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (DS)
MATTAUT071: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (AS)
MATTAUT072: Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. (AC)
MATTAUT077: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (DC)
MATTAUT078: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (DS)
MATTAUT079: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (AS)
MATTAUT080: Automotive Attitudes: I often ask the advice of others when it comes to automobiles. (AC)
MATTAUT085: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (DC)
MATTAUT086: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (DS)
MATTAUT087: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (AS)
MATTAUT088: Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. (AC)
MATTAUT089: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (DC)
MATTAUT090: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (DS)
MATTAUT091: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (AS)
MATTAUT092: Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. (AC)
MATTAUT093: Automotive Attitudes: People often ask my advice when it comes to automobiles. (DC)
MATTAUT094: Automotive Attitudes: People often ask my advice when it comes to automobiles. (DS)
MATTAUT095: Automotive Attitudes: People often ask my advice when it comes to automobiles. (AS)
MATTAUT096: Automotive Attitudes: People often ask my advice when it comes to automobiles. (AC)
MATTAUT101: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (DC)
MATTAUT102: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (DS)
MATTAUT103: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (AS)
MATTAUT104: Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. (AC)
MATTAUT109: Automotive Attitudes: I always follow the advice of my mechanic. (DC)
MATTAUT110: Automotive Attitudes: I always follow the advice of my mechanic. (DS)
MATTAUT111: Automotive Attitudes: I always follow the advice of my mechanic. (AS)
MATTAUT112: Automotive Attitudes: I always follow the advice of my mechanic. (AC)
MATTAUT113: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (DC)
MATTAUT114: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (DS)
MATTAUT115: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (AS)
MATTAUT116: Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturers manual. (AC)

Buying Styles

MATBUY001: Buying Styles: Buying American products is important to me. (DM)
MATBUY002: Buying Styles: Buying American products is important to me. (DS)
MATBUY003: Buying Styles: Buying American products is important to me. (AS)
MATBUY004: Buying Styles: Buying American products is important to me. (AM)
MATBUY009: Buying Styles: I think shopping is a great way to relax. (DM)
MATBUY010: Buying Styles: I think shopping is a great way to relax. (DS)
MATBUY011: Buying Styles: I think shopping is a great way to relax. (AS)
MATBUY012: Buying Styles: I think shopping is a great way to relax. (AM)
MATBUY013: Buying Styles: I enjoy wandering the store looking for new interesting products. (DM)
MATBUY014: Buying Styles: I enjoy wandering the store looking for new interesting products. (DS)
MATBUY015: Buying Styles: I enjoy wandering the store looking for new interesting products. (AS)
MATBUY016: Buying Styles: I enjoy wandering the store looking for new interesting products. (AM)
MATBUY017: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (DM)
MATBUY018: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (DS)
MATBUY019: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (AS)
MATBUY020: Buying Styles: I only purchase products online when I have a coupon or promotional code for the site. (AM)
MATBUY021: Buying Styles: I dont make purchase decisions based on advertising. (DM)
MATBUY022: Buying Styles: I dont make purchase decisions based on advertising. (DS)
MATBUY023: Buying Styles: I dont make purchase decisions based on advertising. (AS)
MATBUY024: Buying Styles: I dont make purchase decisions based on advertising. (AM)
MATBUY025: Buying Styles: I like to shop around before making a purchase. (DM)
MATBUY026: Buying Styles: I like to shop around before making a purchase. (DS)
MATBUY027: Buying Styles: I like to shop around before making a purchase. (AS)
MATBUY028: Buying Styles: I like to shop around before making a purchase. (AM)
MATBUY029: Buying Styles: If I really want something I will buy it on credit rather than wait. (DM)
MATBUY030: Buying Styles: If I really want something I will buy it on credit rather than wait. (DS)
MATBUY031: Buying Styles: If I really want something I will buy it on credit rather than wait. (AS)
MATBUY032: Buying Styles: If I really want something I will buy it on credit rather than wait. (AM)
MATBUY033: Buying Styles: I buy based on quality not price. (DM)
MATBUY034: Buying Styles: I buy based on quality not price. (DS)
MATBUY035: Buying Styles: I buy based on quality not price. (AS)
MATBUY036: Buying Styles: I buy based on quality not price. (AM)
MATBUY037: Buying Styles: I buy natural products because I am concerned about the environment. (DM)
MATBUY038: Buying Styles: I buy natural products because I am concerned about the environment. (DS)
MATBUY039: Buying Styles: I buy natural products because I am concerned about the environment. (AS)
MATBUY040: Buying Styles: I buy natural products because I am concerned about the environment. (AM)
MATBUY041: Buying Styles: The offer of free shipping attracts me to a shopping website (DM)
MATBUY042: Buying Styles: The offer of free shipping attracts me to a shopping website (DS)
MATBUY043: Buying Styles: The offer of free shipping attracts me to a shopping website (AS)
MATBUY044: Buying Styles: The offer of free shipping attracts me to a shopping website (AM)
MATBUY045: Buying Styles: Price is more important to me than brand names. (DM)
MATBUY046: Buying Styles: Price is more important to me than brand names. (DS)
MATBUY047: Buying Styles: Price is more important to me than brand names. (AS)
MATBUY048: Buying Styles: Price is more important to me than brand names. (AM)
MATBUY049: Buying Styles: Im a spender rather than a saver. (DM)
MATBUY050: Buying Styles: Im a spender rather than a saver. (DS)
MATBUY051: Buying Styles: Im a spender rather than a saver. (AS)
MATBUY052: Buying Styles: Im a spender rather than a saver. (AM)
MATBUY057: Buying Styles: I am influenced by whats hot and whats not. (DM)
MATBUY058: Buying Styles: I am influenced by whats hot and whats not. (DS)
MATBUY059: Buying Styles: I am influenced by whats hot and whats not. (AS)
MATBUY060: Buying Styles: I am influenced by whats hot and whats not. (AM)
MATBUY065: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (DM)
MATBUY066: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (DS)

MATBUY067: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (AS)
MATBUY068: Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online (AM)
MATBUY069: Buying Styles: My favorite grocery store offers low prices on all products every day. (DM)
MATBUY070: Buying Styles: My favorite grocery store offers low prices on all products every day. (DS)
MATBUY071: Buying Styles: My favorite grocery store offers low prices on all products every day. (AS)
MATBUY072: Buying Styles: My favorite grocery store offers low prices on all products every day. (AM)
MATBUY073: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DM)
MATBUY074: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (DS)
MATBUY075: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AS)
MATBUY076: Buying Styles: A celebrity endorsement may influence me to consider or buy a product. (AM)
MATBUY077: Buying Styles: I only use coupons for those brands I usually buy. (DM)
MATBUY078: Buying Styles: I only use coupons for those brands I usually buy. (DS)
MATBUY079: Buying Styles: I only use coupons for those brands I usually buy. (AS)
MATBUY080: Buying Styles: I only use coupons for those brands I usually buy. (AM)
MATBUY085: Buying Styles: I expect the brands I buy to support social causes. (DM)
MATBUY086: Buying Styles: I expect the brands I buy to support social causes. (DS)
MATBUY087: Buying Styles: I expect the brands I buy to support social causes. (AS)
MATBUY088: Buying Styles: I expect the brands I buy to support social causes. (AM)
MATBUY093: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (DM)
MATBUY094: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (DS)
MATBUY095: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (AS)
MATBUY096: Buying Styles: Before purchasing a product online I typically read online reviews submitted by others (AM)
MATBUY105: Buying Styles: I buy brands that reflect my style. (DM)
MATBUY106: Buying Styles: I buy brands that reflect my style. (DS)
MATBUY107: Buying Styles: I buy brands that reflect my style. (AS)
MATBUY108: Buying Styles: I buy brands that reflect my style. (AM)
MATBUY109: Buying Styles: People often come to me for advice before making a purchase. (DM)
MATBUY110: Buying Styles: People often come to me for advice before making a purchase. (DS)
MATBUY111: Buying Styles: People often come to me for advice before making a purchase. (AS)
MATBUY112: Buying Styles: People often come to me for advice before making a purchase. (AM)
MATBUY113: Buying Styles: I tend to make impulse purchases. (DM)
MATBUY114: Buying Styles: I tend to make impulse purchases. (DS)
MATBUY115: Buying Styles: I tend to make impulse purchases. (AS)
MATBUY116: Buying Styles: I tend to make impulse purchases. (AM)
MATBUY117: Buying Styles: I buy the brands I grew up with the ones my parents used. (DM)
MATBUY118: Buying Styles: I buy the brands I grew up with the ones my parents used. (DS)
MATBUY119: Buying Styles: I buy the brands I grew up with the ones my parents used. (AS)
MATBUY120: Buying Styles: I buy the brands I grew up with the ones my parents used. (AM)
MATBUY121: Buying Styles: I prefer products that offer the latest in new technology. (DM)
MATBUY122: Buying Styles: I prefer products that offer the latest in new technology. (DS)
MATBUY123: Buying Styles: I prefer products that offer the latest in new technology. (AS)
MATBUY124: Buying Styles: I prefer products that offer the latest in new technology. (AM)
MATBUY125: Buying Styles: My number one goal when shopping is to save as much money as possible. (DM)
MATBUY126: Buying Styles: My number one goal when shopping is to save as much money as possible. (DS)
MATBUY127: Buying Styles: My number one goal when shopping is to save as much money as possible. (AS)
MATBUY128: Buying Styles: My number one goal when shopping is to save as much money as possible. (AM)
MATBUY129: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (DM)

- MATTBUY130: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (DS)
- MATTBUY131: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (AS)
- MATTBUY132: Buying Styles: I always check the ingredients and nutritional content of food products before I buy them. (AM)
- MATTBUY133: Buying Styles: I often save money by buying previously used items online (DM)
- MATTBUY134: Buying Styles: I often save money by buying previously used items online (DS)
- MATTBUY135: Buying Styles: I often save money by buying previously used items online (AS)
- MATTBUY136: Buying Styles: I often save money by buying previously used items online (AM)
- MATTBUY137: Buying Styles: I dont have time to bother clipping or saving coupons. (DM)
- MATTBUY138: Buying Styles: I dont have time to bother clipping or saving coupons. (DS)
- MATTBUY139: Buying Styles: I dont have time to bother clipping or saving coupons. (AS)
- MATTBUY140: Buying Styles: I dont have time to bother clipping or saving coupons. (AM)
- MATTBUY141: Buying Styles: My children have a significant impact on the brands I choose. (DM)
- MATTBUY142: Buying Styles: My children have a significant impact on the brands I choose. (DS)
- MATTBUY143: Buying Styles: My children have a significant impact on the brands I choose. (AS)
- MATTBUY144: Buying Styles: My children have a significant impact on the brands I choose. (AM)
- MATTBUY145: Buying Styles: I smell personal care and household products in the store before I buy them. (DM)
- MATTBUY146: Buying Styles: I smell personal care and household products in the store before I buy them. (DS)
- MATTBUY147: Buying Styles: I smell personal care and household products in the store before I buy them. (AS)
- MATTBUY148: Buying Styles: I smell personal care and household products in the store before I buy them. (AM)
- MATTBUY149: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (DM)
- MATTBUY150: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (DS)
- MATTBUY151: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (AS)
- MATTBUY152: Buying Styles: I would pay extra for a product that is consistent with the image I want to convey. (AM)
- MATTBUY153: Buying Styles: My spouse has a significant impact on the brands I choose. (DM)
- MATTBUY154: Buying Styles: My spouse has a significant impact on the brands I choose. (DS)
- MATTBUY155: Buying Styles: My spouse has a significant impact on the brands I choose. (AS)
- MATTBUY156: Buying Styles: My spouse has a significant impact on the brands I choose. (AM)
- MATTBUY157: Buying Styles: I like to compare prices across different sites before purchasing something online (DM)
- MATTBUY158: Buying Styles: I like to compare prices across different sites before purchasing something online (DS)
- MATTBUY159: Buying Styles: I like to compare prices across different sites before purchasing something online (AS)
- MATTBUY160: Buying Styles: I like to compare prices across different sites before purchasing something online (AM)
- MATTBUY161: Buying Styles: When I find a brand I like I stick to it. (DM)
- MATTBUY162: Buying Styles: When I find a brand I like I stick to it. (DS)
- MATTBUY163: Buying Styles: When I find a brand I like I stick to it. (AS)
- MATTBUY164: Buying Styles: When I find a brand I like I stick to it. (AM)
- MATTBUY165: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (DM)
- MATTBUY166: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (DS)
- MATTBUY167: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (AS)
- MATTBUY168: Buying Styles: If a product is made by a company I trust Ill buy it even if it is slightly more expensive. (AM)
- MATTBUY169: Buying Styles: I like to change brands often for the sake of variety and novelty. (DM)
- MATTBUY170: Buying Styles: I like to change brands often for the sake of variety and novelty. (DS)
- MATTBUY171: Buying Styles: I like to change brands often for the sake of variety and novelty. (AS)
- MATTBUY172: Buying Styles: I like to change brands often for the sake of variety and novelty. (AM)
- MATTBUY173: Buying Styles: I buy natural products because I am concerned about me and my familys health. (DM)
- MATTBUY174: Buying Styles: I buy natural products because I am concerned about me and my familys health. (DS)
- MATTBUY175: Buying Styles: I buy natural products because I am concerned about me and my familys health. (AS)
- MATTBUY176: Buying Styles: I buy natural products because I am concerned about me and my familys health. (AM)
- MATTBUY177: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (DM)
- MATTBUY178: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (DS)
- MATTBUY179: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (AS)
- MATTBUY180: Buying Styles: I think if a manufacturer offers a coupon I am probably overcharged to begin with. (AM)
- MATTBUY181: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (DM)
- MATTBUY182: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (DS)
- MATTBUY183: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (AS)
- MATTBUY184: Buying Styles: I prefer purchasing things online for a fixed price as opposed to bidding in online auctions (AM)
- MATTBUY189: Buying Styles: I will gladly switch brands to use a coupon. (DM)
- MATTBUY190: Buying Styles: I will gladly switch brands to use a coupon. (DS)
- MATTBUY191: Buying Styles: I will gladly switch brands to use a coupon. (AS)
- MATTBUY192: Buying Styles: I will gladly switch brands to use a coupon. (AM)
- MATTBUY193: Buying Styles: I am more likely to purchase brands that support a cause I care about. (DM)
- MATTBUY194: Buying Styles: I am more likely to purchase brands that support a cause I care about. (DS)
- MATTBUY195: Buying Styles: I am more likely to purchase brands that support a cause I care about. (AS)
- MATTBUY196: Buying Styles: I am more likely to purchase brands that support a cause I care about. (AM)
- MATTBUY197: Buying Styles: Im always one of the first of my friends to try new products or services (DM)
- MATTBUY198: Buying Styles: Im always one of the first of my friends to try new products or services (DS)
- MATTBUY199: Buying Styles: Im always one of the first of my friends to try new products or services (AS)
- MATTBUY200: Buying Styles: Im always one of the first of my friends to try new products or services (AM)
- MATTBUY201: Buying Styles: I prefer a store that has a large selection of familiar brands. (DM)
- MATTBUY202: Buying Styles: I prefer a store that has a large selection of familiar brands. (DS)
- MATTBUY203: Buying Styles: I prefer a store that has a large selection of familiar brands. (AS)
- MATTBUY204: Buying Styles: I prefer a store that has a large selection of familiar brands. (AM)
- MATTBUY205: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (DM)
- MATTBUY206: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (DS)
- MATTBUY207: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (AS)
- MATTBUY208: Buying Styles: I usually like to wait until other people have tried things before I try them myself. (AM)
- MATTBUY209: Buying Styles: Generic or store brand products are as effective as brand-name products (DM)
- MATTBUY210: Buying Styles: Generic or store brand products are as effective as brand-name products (DS)
- MATTBUY211: Buying Styles: Generic or store brand products are as effective as brand-name products (AS)
- MATTBUY212: Buying Styles: Generic or store brand products are as effective as brand-name products (AM)
- MATTBUY217: Buying Styles: Id rather receive a sample of a product than a coupon. (DM)
- MATTBUY218: Buying Styles: Id rather receive a sample of a product than a coupon. (DS)
- MATTBUY219: Buying Styles: Id rather receive a sample of a product than a coupon. (AS)
- MATTBUY220: Buying Styles: Id rather receive a sample of a product than a coupon. (AM)
- MATTBUY221: Buying Styles: I am willing to pay more for a product that is environmentally safe. (DM)
- MATTBUY222: Buying Styles: I am willing to pay more for a product that is environmentally safe. (DS)
- MATTBUY223: Buying Styles: I am willing to pay more for a product that is environmentally safe. (AS)

MATTBUY224: Buying Styles: I am willing to pay more for a product that is environmentally safe. (AM)
MATTBUY225: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (DM)
MATTBUY226: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (DS)
MATTBUY227: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (AS)
MATTBUY228: Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product. (AM)
MATTBUY229: Buying Styles: Brand name is the best indication of quality. (DM)
MATTBUY230: Buying Styles: Brand name is the best indication of quality. (DS)
MATTBUY231: Buying Styles: Brand name is the best indication of quality. (AS)
MATTBUY232: Buying Styles: Brand name is the best indication of quality. (AM)
MATTBUY233: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (DM)
MATTBUY234: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (DS)
MATTBUY235: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (AS)
MATTBUY236: Buying Styles: I prefer to buy things my friends or neighbors would approve of. (AM)
MATTBUY237: Buying Styles: I like to connect with brands through social-networking sites (DM)
MATTBUY238: Buying Styles: I like to connect with brands through social-networking sites (DS)
MATTBUY239: Buying Styles: I like to connect with brands through social-networking sites (AS)
MATTBUY240: Buying Styles: I like to connect with brands through social-networking sites (AM)
MATTBUY241: Buying Styles: I prefer to shop at stores that offer loyalty points (DM)
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 have a great deal of knowledge/experience in this topic
MCATINF002: Category Influentials: Healthcare My family/friends often ask for and trust my advice on this topic
MCATINF003: Category Influentials: Healthcare Super Influential Consumers
MCATINF004: Category Influentials: Healthcare Category Influential Consumers
MCATINF005: Category Influentials: Physical Fitness I have a great deal of knowledge/experience in this topic
MCATINF006: Category Influentials: Physical Fitness My family/friends often ask for and trust my advice on this topic
MCATINF007: Category Influentials: Physical Fitness Super Influential Consumers
MCATINF008: Category Influentials: Physical Fitness Category Influential Consumers
MCATINF009: Category Influentials: Healthy Lifestyle I have a great deal of knowledge/experience in this topic
MCATINF010: Category Influentials: Healthy Lifestyle My family/friends often ask for and trust my advice on this topic
MCATINF011: Category Influentials: Healthy Lifestyle Super Influential Consumers
MCATINF012: Category Influentials: Healthy Lifestyle Category Influential Consumers
MCATINF013: Category Influentials: Environmentally-Friendly products I have a great deal of knowledge/experience in this topic
MCATINF014: Category Influentials: Environmentally-Friendly products My family/friends often ask for and trust my advice on this topic
MCATINF015: Category Influentials: Environmentally-Friendly products Super Influential Consumers
MCATINF016: Category Influentials: Environmentally-Friendly products Category Influential Consumers
MCATINF017: Category Influentials: Prescription Drugs I have a great deal of knowledge/experience in this topic
MCATINF018: Category Influentials: Prescription Drugs My family/friends often ask for and trust my advice on this topic
MCATINF019: Category Influentials: Prescription Drugs Super Influential Consumers
MCATINF020: Category Influentials: Prescription Drugs Category Influential Consumers
MCATINF021: Category Influentials: Dieting I have a great deal of knowledge/experience in this topic
MCATINF022: Category Influentials: Dieting My family/friends often ask for and trust my advice on this topic
MCATINF023: Category Influentials: Dieting Super Influential Consumers
MCATINF024: Category Influentials: Dieting Category Influential Consumers
MCATINF025: Category Influentials: Cooking I have a great deal of knowledge/experience in this topic

MCATINF026: Category Influentials: Cooking My family/friends often ask for and trust my advice on this topic
MCATINF027: Category Influentials: Cooking Super Influential Consumers
MCATINF028: Category Influentials: Cooking Category Influential Consumers
MCATINF029: Category Influentials: Snack I have a great deal of knowledge/experience in this topic
MCATINF030: Category Influentials: Snack My family/friends often ask for and trust my advice on this topic
MCATINF031: Category Influentials: Snack Super Influential Consumers
MCATINF032: Category Influentials: Snack Category Influential Consumers
MCATINF033: Category Influentials: New Food items I have a great deal of knowledge/experience in this topic
MCATINF034: Category Influentials: New Food items My family/friends often ask for and trust my advice on this topic
MCATINF035: Category Influentials: New Food items Super Influential Consumers
MCATINF036: Category Influentials: New Food items Category Influential Consumers
MCATINF037: Category Influentials: Grocery Shopping I have a great deal of knowledge/experience in this topic
MCATINF038: Category Influentials: Grocery Shopping My family/friends often ask for and trust my advice on this topic
MCATINF039: Category Influentials: Grocery Shopping Super Influential Consumers
MCATINF040: Category Influentials: Grocery Shopping Category Influential Consumers
MCATINF041: Category Influentials: Cleaning products I have a great deal of knowledge/experience in this topic
MCATINF042: Category Influentials: Cleaning products My family/friends often ask for and trust my advice on this topic
MCATINF043: Category Influentials: Cleaning products Super Influential Consumers
MCATINF044: Category Influentials: Cleaning products Category Influential Consumers
MCATINF045: Category Influentials: Beauty I have a great deal of knowledge/experience in this topic
MCATINF046: Category Influentials: Beauty My family/friends often ask for and trust my advice on this topic
MCATINF047: Category Influentials: Beauty Super Influential Consumers
MCATINF048: Category Influentials: Beauty Category Influential Consumers
MCATINF049: Category Influentials: Fashion - Clothes I have a great deal of knowledge/experience in this topic
MCATINF050: Category Influentials: Fashion - Clothes My family/friends often ask for and trust my advice on this topic
MCATINF051: Category Influentials: Fashion - Clothes Super Influential Consumers
MCATINF052: Category Influentials: Fashion - Clothes Category Influential Consumers
MCATINF053: Category Influentials: Fashion - Shoes I have a great deal of knowledge/experience in this topic
MCATINF054: Category Influentials: Fashion - Shoes My family/friends often ask for and trust my advice on this topic
MCATINF055: Category Influentials: Fashion - Shoes Super Influential Consumers
MCATINF056: Category Influentials: Fashion - Shoes Category Influential Consumers
MCATINF057: Category Influentials: Other Fashion I have a great deal of knowledge/experience in this topic
MCATINF058: Category Influentials: Other Fashion My family/friends often ask for and trust my advice on this topic
MCATINF059: Category Influentials: Other Fashion Super Influential Consumers
MCATINF060: Category Influentials: Other Fashion Category Influential Consumers
MCATINF061: Category Influentials: Shopping I have a great deal of knowledge/experience in this topic
MCATINF062: Category Influentials: Shopping My family/friends often ask for and trust my advice on this topic
MCATINF063: Category Influentials: Shopping Super Influential Consumers
MCATINF064: Category Influentials: Shopping Category Influential Consumers
MCATINF065: Category Influentials: Wine I have a great deal of knowledge/experience in this topic
MCATINF066: Category Influentials: Wine My family/friends often ask for and trust my advice on this topic
MCATINF067: Category Influentials: Wine Super Influential Consumers
MCATINF068: Category Influentials: Wine Category Influential Consumers
MCATINF069: Category Influentials: Beer I have a great deal of knowledge/experience in this topic
MCATINF070: Category Influentials: Beer My family/friends often ask for and trust my advice on this topic
MCATINF071: Category Influentials: Beer Super Influential Consumers
MCATINF072: Category Influentials: Beer Category Influential Consumers
MCATINF073: Category Influentials: Other Alcoholic Beverages I have a great deal of knowledge/experience in this topic
MCATINF074: Category Influentials: Other Alcoholic Beverages My family/friends often ask for and trust my advice on this topic
MCATINF075: Category Influentials: Other Alcoholic Beverages Super Influential Consumers
MCATINF076: Category Influentials: Other Alcoholic Beverages Category Influential Consumers

MCATINF077: Category Influentials: Coffee I have a great deal of knowledge/experience in this topic
MCATINF078: Category Influentials: Coffee My family/friends often ask for and trust my advice on this topic
MCATINF079: Category Influentials: Coffee Super Influential Consumers
MCATINF080: Category Influentials: Coffee Category Influential Consumers
MCATINF081: Category Influentials: Soft Drinks I have a great deal of knowledge/experience in this topic
MCATINF082: Category Influentials: Soft Drinks My family/friends often ask for and trust my advice on this topic
MCATINF083: Category Influentials: Soft Drinks Super Influential Consumers
MCATINF084: Category Influentials: Soft Drinks Category Influential Consumers
MCATINF085: Category Influentials: Automobiles I have a great deal of knowledge/experience in this topic
MCATINF086: Category Influentials: Automobiles My family/friends often ask for and trust my advice on this topic
MCATINF087: Category Influentials: Automobiles Super Influential Consumers
MCATINF088: Category Influentials: Automobiles Category Influential Consumers
MCATINF089: Category Influentials: Other Vehicles I have a great deal of knowledge/experience in this topic
MCATINF090: Category Influentials: Other Vehicles My family/friends often ask for and trust my advice on this topic
MCATINF091: Category Influentials: Other Vehicles Super Influential Consumers
MCATINF092: Category Influentials: Other Vehicles Category Influential Consumers
MCATINF093: Category Influentials: Automotive Products I have a great deal of knowledge/experience in this topic
MCATINF094: Category Influentials: Automotive Products My family/friends often ask for and trust my advice on this topic
MCATINF095: Category Influentials: Automotive Products Super Influential Consumers
MCATINF096: Category Influentials: Automotive Products Category Influential Consumers
MCATINF097: Category Influentials: Business Travel I have a great deal of knowledge/experience in this topic
MCATINF098: Category Influentials: Business Travel My family/friends often ask for and trust my advice on this topic
MCATINF099: Category Influentials: Business Travel Super Influential Consumers
MCATINF100: Category Influentials: Business Travel Category Influential Consumers
MCATINF101: Category Influentials: Vacation Travel I have a great deal of knowledge/experience in this topic
MCATINF102: Category Influentials: Vacation Travel My family/friends often ask for and trust my advice on this topic
MCATINF103: Category Influentials: Vacation Travel Super Influential Consumers
MCATINF104: Category Influentials: Vacation Travel Category Influential Consumers
MCATINF105: Category Influentials: Restaurants I have a great deal of knowledge/experience in this topic
MCATINF106: Category Influentials: Restaurants My family/friends often ask for and trust my advice on this topic
MCATINF107: Category Influentials: Restaurants Super Influential Consumers
MCATINF108: Category Influentials: Restaurants Category Influential Consumers
MCATINF109: Category Influentials: Finance/Investment I have a great deal of knowledge/experience in this topic
MCATINF110: Category Influentials: Finance/Investment My family/friends often ask for and trust my advice on this topic
MCATINF111: Category Influentials: Finance/Investment Super Influential Consumers
MCATINF112: Category Influentials: Finance/Investment Category Influential Consumers
MCATINF113: Category Influentials: Real Estate I have a great deal of knowledge/experience in this topic
MCATINF114: Category Influentials: Real Estate My family/friends often ask for and trust my advice on this topic
MCATINF115: Category Influentials: Real Estate Super Influential Consumers
MCATINF116: Category Influentials: Real Estate Category Influential Consumers
MCATINF117: Category Influentials: Insurance I have a great deal of knowledge/experience in this topic
MCATINF118: Category Influentials: Insurance My family/friends often ask for and trust my advice on this topic
MCATINF119: Category Influentials: Insurance Super Influential Consumers
MCATINF120: Category Influentials: Insurance Category Influential Consumers
MCATINF121: Category Influentials: Business I have a great deal of knowledge/experience in this topic
MCATINF122: Category Influentials: Business My family/friends often ask for and trust my advice on this topic
MCATINF123: Category Influentials: Business Super Influential Consumers
MCATINF124: Category Influentials: Business Category Influential Consumers
MCATINF125: Category Influentials: Home Remodeling I have a great deal of knowledge/experience in this topic
MCATINF126: Category Influentials: Home Remodeling My family/friends often ask for and trust my advice on this topic
MCATINF127: Category Influentials: Home Remodeling Super Influential Consumers
MCATINF128: Category Influentials: Home Remodeling Category Influential Consumers

MCATINF129: Category Influentials: Household Furnishings I have a great deal of knowledge/experience in this topic
MCATINF130: Category Influentials: Household Furnishings My family/friends often ask for and trust my advice on this topic
MCATINF131: Category Influentials: Household Furnishings Super Influential Consumers
MCATINF132: Category Influentials: Household Furnishings Category Influential Consumers
MCATINF133: Category Influentials: Interior Decorating I have a great deal of knowledge/experience in this topic
MCATINF134: Category Influentials: Interior Decorating My family/friends often ask for and trust my advice on this topic
MCATINF135: Category Influentials: Interior Decorating Super Influential Consumers
MCATINF136: Category Influentials: Interior Decorating Category Influential Consumers
MCATINF137: Category Influentials: Gardening I have a great deal of knowledge/experience in this topic
MCATINF138: Category Influentials: Gardening My family/friends often ask for and trust my advice on this topic
MCATINF139: Category Influentials: Gardening Super Influential Consumers
MCATINF140: Category Influentials: Gardening Category Influential Consumers
MCATINF141: Category Influentials: Computers I have a great deal of knowledge/experience in this topic
MCATINF142: Category Influentials: Computers My family/friends often ask for and trust my advice on this topic
MCATINF143: Category Influentials: Computers Super Influential Consumers
MCATINF144: Category Influentials: Computers Category Influential Consumers
MCATINF145: Category Influentials: Home Electronics I have a great deal of knowledge/experience in this topic
MCATINF146: Category Influentials: Home Electronics My family/friends often ask for and trust my advice on this topic
MCATINF147: Category Influentials: Home Electronics Super Influential Consumers
MCATINF148: Category Influentials: Home Electronics Category Influential Consumers
MCATINF149: Category Influentials: New Technology I have a great deal of knowledge/experience in this topic
MCATINF150: Category Influentials: New Technology My family/friends often ask for and trust my advice on this topic
MCATINF151: Category Influentials: New Technology Super Influential Consumers
MCATINF152: Category Influentials: New Technology Category Influential Consumers
MCATINF153: Category Influentials: Mobile/Cell phones I have a great deal of knowledge/experience in this topic
MCATINF154: Category Influentials: Mobile/Cell phones My family/friends often ask for and trust my advice on this topic
MCATINF155: Category Influentials: Mobile/Cell phones Super Influential Consumers
MCATINF156: Category Influentials: Mobile/Cell phones Category Influential Consumers
MCATINF157: Category Influentials: Photography I have a great deal of knowledge/experience in this topic
MCATINF158: Category Influentials: Photography My family/friends often ask for and trust my advice on this topic
MCATINF159: Category Influentials: Photography Super Influential Consumers
MCATINF160: Category Influentials: Photography Category Influential Consumers
MCATINF161: Category Influentials: Video Games I have a great deal of knowledge/experience in this topic
MCATINF162: Category Influentials: Video Games My family/friends often ask for and trust my advice on this topic
MCATINF163: Category Influentials: Video Games Super Influential Consumers
MCATINF164: Category Influentials: Video Games Category Influential Consumers
MCATINF165: Category Influentials: Books I have a great deal of knowledge/experience in this topic
MCATINF166: Category Influentials: Books My family/friends often ask for and trust my advice on this topic
MCATINF167: Category Influentials: Books Super Influential Consumers
MCATINF168: Category Influentials: Books Category Influential Consumers
MCATINF169: Category Influentials: Movies I have a great deal of knowledge/experience in this topic
MCATINF170: Category Influentials: Movies My family/friends often ask for and trust my advice on this topic
MCATINF171: Category Influentials: Movies Super Influential Consumers
MCATINF172: Category Influentials: Movies Category Influential Consumers
MCATINF173: Category Influentials: TV Shows I have a great deal of knowledge/experience in this topic
MCATINF174: Category Influentials: TV Shows My family/friends often ask for and trust my advice on this topic
MCATINF175: Category Influentials: TV Shows Super Influential Consumers
MCATINF176: Category Influentials: TV Shows Category Influential Consumers
MCATINF177: Category Influentials: Radio I have a great deal of knowledge/experience in this topic
MCATINF178: Category Influentials: Radio My family/friends often ask for and trust my advice on this topic
MCATINF179: Category Influentials: Radio Super Influential Consumers
MCATINF180: Category Influentials: Radio Category Influential Consumers

MCATINF181: Category Influentials: Newspapers I have a great deal of knowledge/experience in this topic
MCATINF182: Category Influentials: Newspapers My family/friends often ask for and trust my advice on this topic
MCATINF183: Category Influentials: Newspapers Super Influential Consumers
MCATINF184: Category Influentials: Newspapers Category Influential Consumers
MCATINF185: Category Influentials: Magazines I have a great deal of knowledge/experience in this topic
MCATINF186: Category Influentials: Magazines My family/friends often ask for and trust my advice on this topic
MCATINF187: Category Influentials: Magazines Super Influential Consumers
MCATINF188: Category Influentials: Magazines Category Influential Consumers
MCATINF189: Category Influentials: Internet I have a great deal of knowledge/experience in this topic
MCATINF190: Category Influentials: Internet My family/friends often ask for and trust my advice on this topic
MCATINF191: Category Influentials: Internet Super Influential Consumers
MCATINF192: Category Influentials: Internet Category Influential Consumers
MCATINF193: Category Influentials: Music I have a great deal of knowledge/experience in this topic
MCATINF194: Category Influentials: Music My family/friends often ask for and trust my advice on this topic
MCATINF195: Category Influentials: Music Super Influential Consumers
MCATINF196: Category Influentials: Music Category Influential Consumers
MCATINF197: Category Influentials: Other Entertainment I have a great deal of knowledge/experience in this topic
MCATINF198: Category Influentials: Other Entertainment My family/friends often ask for and trust my advice on this topic
MCATINF199: Category Influentials: Other Entertainment Super Influential Consumers
MCATINF200: Category Influentials: Other Entertainment Category Influential Consumers
MCATINF201: Category Influentials: News I have a great deal of knowledge/experience in this topic
MCATINF202: Category Influentials: News My family/friends often ask for and trust my advice on this topic
MCATINF203: Category Influentials: News Super Influential Consumers
MCATINF204: Category Influentials: News Category Influential Consumers
MCATINF205: Category Influentials: Politics I have a great deal of knowledge/experience in this topic
MCATINF206: Category Influentials: Politics My family/friends often ask for and trust my advice on this topic
MCATINF207: Category Influentials: Politics Super Influential Consumers
MCATINF208: Category Influentials: Politics Category Influential Consumers
MCATINF209: Category Influentials: Sports I have a great deal of knowledge/experience in this topic
MCATINF210: Category Influentials: Sports My family/friends often ask for and trust my advice on this topic
MCATINF211: Category Influentials: Sports Super Influential Consumers
MCATINF212: Category Influentials: Sports Category Influential Consumers
MCATINF213: Category Influentials: Sporting Equipment I have a great deal of knowledge/experience in this topic
MCATINF214: Category Influentials: Sporting Equipment My family/friends often ask for and trust my advice on this topic
MCATINF215: Category Influentials: Sporting Equipment Super Influential Consumers
MCATINF216: Category Influentials: Sporting Equipment Category Influential Consumers
MCATINF217: Category Influentials: Fishing I have a great deal of knowledge/experience in this topic
MCATINF218: Category Influentials: Fishing My family/friends often ask for and trust my advice on this topic
MCATINF219: Category Influentials: Fishing Super Influential Consumers
MCATINF220: Category Influentials: Fishing Category Influential Consumers
MCATINF221: Category Influentials: Hunting I have a great deal of knowledge/experience in this topic
MCATINF222: Category Influentials: Hunting My family/friends often ask for and trust my advice on this topic
MCATINF223: Category Influentials: Hunting Super Influential Consumers
MCATINF224: Category Influentials: Hunting Category Influential Consumers
MCATINF225: Category Influentials: Parenting I have a great deal of knowledge/experience in this topic
MCATINF226: Category Influentials: Parenting My family/friends often ask for and trust my advice on this topic
MCATINF227: Category Influentials: Parenting Super Influential Consumers
MCATINF228: Category Influentials: Parenting Category Influential Consumers
MCATINF229: Category Influentials: Education I have a great deal of knowledge/experience in this topic
MCATINF230: Category Influentials: Education My family/friends often ask for and trust my advice on this topic
MCATINF231: Category Influentials: Education Super Influential Consumers
MCATINF232: Category Influentials: Education Category Influential Consumers

MCATINF233: Category Influentials: Products for Babies or Children I have a great deal of knowledge/experience in this topic
MCATINF234: Category Influentials: Products for Babies or Children My family/friends often ask for and trust my advice on this topic
MCATINF235: Category Influentials: Products for Babies or Children Super Influential Consumers
MCATINF236: Category Influentials: Products for Babies or Children Category Influential Consumers
MCATINF237: Category Influentials: Pets I have a great deal of knowledge/experience in this topic
MCATINF238: Category Influentials: Pets My family/friends often ask for and trust my advice on this topic
MCATINF239: Category Influentials: Pets Super Influential Consumers
MCATINF240: Category Influentials: Pets Category Influential Consumers
MCATINF241: Category Influentials- Categories Recommended To People: Automotive Family/Friends
MCATINF242: Category Influentials- Categories Recommended To People: Automotive Neighbors/Colleagues
MCATINF243: Category Influentials- Categories Recommended To People: Automotive People you Dont Necessarily Know (in stores online etc.)
MCATINF244: Category Influentials- Categories Recommended To People: Finance Family/Friends
MCATINF245: Category Influentials- Categories Recommended To People: Finance Neighbors/Colleagues
MCATINF246: Category Influentials- Categories Recommended To People: Finance People you Dont Necessarily Know (in stores online etc.)
MCATINF247: Category Influentials- Categories Recommended To People: Technology Family/Friends
MCATINF248: Category Influentials- Categories Recommended To People: Technology Neighbors/Colleagues
MCATINF249: Category Influentials- Categories Recommended To People: Technology People you Dont Necessarily Know (in stores online etc.)
MCATINF250: Category Influentials- Categories Recommended To People: Food Family/Friends
MCATINF251: Category Influentials- Categories Recommended To People: Food Neighbors/Colleagues
MCATINF252: Category Influentials- Categories Recommended To People: Food People you Dont Necessarily Know (in stores online etc.)
MCATINF253: Category Influentials- Categories Recommended To People: Vacation Travel Family/Friends
MCATINF254: Category Influentials- Categories Recommended To People: Vacation Travel Neighbors/Colleagues
MCATINF255: Category Influentials- Categories Recommended To People: Vacation Travel People you Dont Necessarily Know
MCATINF256: Category Influentials- Categories Recommended To People: Healthcare Family/Friends
MCATINF257: Category Influentials- Categories Recommended To People: Healthcare Neighbors/Colleagues
MCATINF258: Category Influentials- Categories Recommended To People: Healthcare People you Dont Necessarily Know (in stores online etc.)
MCATINF259: Category Influentials- Recommended any product/service to: Family Members
MCATINF260: Category Influentials- Recommended any product/service to: Friends
MCATINF270: Category Influentials- Recommended any product/service to: Colleagues or people you know through work
MCATINF262: Category Influentials- Recommended any product/service to: Neighbors
MCATINF263: Category Influentials- Recommended any product/service to: People who share a hobby or interest of yours
MCATINF264: Category Influentials- Recommended any product/service to: People you know through a community group or other activity
MCATINF265: Category Influentials- Recommended any product/service to: People you know through your kids activities
MCATINF268: Category Influentials- Recommended any product/service to: 5+ People that Recommended Any Product/Service
MCATINF269: Category Influentials- Recommended any product/service to: 3+ People that Recommended Any Product/Service

Cellular/Mobile Opinions

MATTPH013: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (DC)
MATTPH014: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (DS)
MATTPH015: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (AS)
MATTPH016: Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling. (AC)

MATTPH025: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (DC)
MATTPH026: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (DS)
MATTPH027: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (AS)
MATTPH028: Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like Im too available. (AC)
MATTPH029: Cellular / Mobile Opinions: Cell phones are too complicated these days. (DC)
MATTPH030: Cellular / Mobile Opinions: Cell phones are too complicated these days. (DS)
MATTPH031: Cellular / Mobile Opinions: Cell phones are too complicated these days. (AS)
MATTPH032: Cellular / Mobile Opinions: Cell phones are too complicated these days. (AC)
MATTPH049: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (DC)
MATTPH050: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (DS)
MATTPH051: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (AS)
MATTPH052: Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment. (AC)
MATTPH053: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (DC)
MATTPH054: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (DS)
MATTPH055: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (AS)
MATTPH056: Cellular / Mobile Opinions: My cell phone is an extension of my personality. (AC)
MATTPH057: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (DC)
MATTPH058: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (DS)
MATTPH059: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (AS)
MATTPH060: Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone. (AC)
MATTPH073: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (DC)
MATTPH074: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (DS)
MATTPH075: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (AS)
MATTPH076: Cellular / Mobile Opinions: I like to receive coupons on my cell phone that are based on my location (AC)
MATTPH077: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (DC)
MATTPH078: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (DS)
MATTPH079: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (AS)
MATTPH080: Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV. (AC)
MATTPH117: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (DC)
MATTPH118: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (DS)
MATTPH119: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (AS)
MATTPH120: Cellular / Mobile Opinions: I would use the Internet on my cell phone more often if the screen were easier to read. (AC)
MATTPH121: Cellular / Mobile Opinions: =Other3 (DC)
MATTPH122: Cellular / Mobile Opinions: =Other3 (DS)
MATTPH123: Cellular / Mobile Opinions: =Other3 (AS)
MATTPH124: Cellular / Mobile Opinions: =Other3 (AC)
MATTPH125: Cellular / Mobile Opinions - Features Important To You: Phone Models Available (Somewhat Imp)
MATTPH126: Cellular / Mobile Opinions - Features Important To You: Phone Models Available (Very Imp)
MATTPH127: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Not Imp)
MATTPH128: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Somewhat Imp)
MATTPH129: Cellular / Mobile Opinions - Features Important To You: Service Coverage Area (Very Imp)

MATTPH130: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Not Imp)
MATTPH131: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Somewhat Imp)
MATTPH132: Cellular / Mobile Opinions - Features Important To You: Service Plans Available (Very Imp)
MATTPH133: Cellular / Mobile Opinions - Features Important To You: Price (Not Imp)
MATTPH134: Cellular / Mobile Opinions - Features Important To You: Price (Somewhat Imp)
MATTPH135: Cellular / Mobile Opinions - Features Important To You: Price (Very Imp)

Consumer Confidence

MATTCC003: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: Worse now
MATTCC002: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: About the same
MATTCC001: Consumer Confidence - Economy/Business In Country How Is It Than Last 12 Months: Better now
MATTCC006: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: Worse
MATTCC005: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: About the same
MATTCC004: Consumer Confidence - Economy/Business In Country How Will It Be Next 12 Months: Better
MATTCC009: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: Worse now
MATTCC008: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: About the same
MATTCC007: Consumer Confidence - Financially How Are You/Household Than Last 12 Months: Better now
MATTCC012: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: Worse
MATTCC011: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: About the same
MATTCC010: Consumer Confidence - Financially How Will You/Household Be Next 12 Months: Better

Fashion and Style

MATTFAS001: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (DC)
MATTFAS002: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (DS)
MATTFAS003: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (AS)
MATTFAS004: Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it. (AC)
MATTFAS005: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (DC)
MATTFAS006: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (DS)
MATTFAS007: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (AS)
MATTFAS008: Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase. (AC)
MATTFAS009: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (DC)
MATTFAS010: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (DS)
MATTFAS011: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (AS)
MATTFAS012: Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy. (AC)
MATTFAS013: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (DC)
MATTFAS014: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (DS)
MATTFAS015: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (AS)
MATTFAS016: Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion. (AC)
MATTFAS017: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (DC)

MATTFAS018: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (DS)
MATTFAS019: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (AS)
MATTFAS020: Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them (AC)
MATTFAS021: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (DC)
MATTFAS022: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (DS)
MATTFAS023: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (AS)
MATTFAS024: Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something. (AC)
MATTFAS025: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (DC)
MATTFAS026: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (DS)
MATTFAS027: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (AS)
MATTFAS028: Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases. (AC)
MATTFAS029: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (DC)
MATTFAS030: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (DS)
MATTFAS031: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (AS)
MATTFAS032: Fashion & Style Attitudes: When buying fashion products the overall look is more important than the brand. (AC)
MATTFAS037: Fashion & Style Attitudes: I follow a strict skin-care routine. (DC)
MATTFAS038: Fashion & Style Attitudes: I follow a strict skin-care routine. (DS)
MATTFAS039: Fashion & Style Attitudes: I follow a strict skin-care routine. (AS)
MATTFAS040: Fashion & Style Attitudes: I follow a strict skin-care routine. (AC)
MATTFAS041: Fashion & Style Attitudes: I am content with my appearance. (DC)
MATTFAS042: Fashion & Style Attitudes: I am content with my appearance. (DS)
MATTFAS043: Fashion & Style Attitudes: I am content with my appearance. (AS)
MATTFAS044: Fashion & Style Attitudes: I am content with my appearance. (AC)
MATTFAS045: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (DC)
MATTFAS046: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (DS)
MATTFAS047: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (AS)
MATTFAS048: Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people. (AC)
MATTFAS049: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (DC)
MATTFAS050: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (DS)
MATTFAS051: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (AS)
MATTFAS052: Fashion & Style Attitudes: When a celebrity designs a product I am more likely to buy it. (AC)
MATTFAS053: Fashion & Style Attitudes: I consider my fashion style to be trendy. (DC)
MATTFAS054: Fashion & Style Attitudes: I consider my fashion style to be trendy. (DS)
MATTFAS055: Fashion & Style Attitudes: I consider my fashion style to be trendy. (AS)
MATTFAS056: Fashion & Style Attitudes: I consider my fashion style to be trendy. (AC)
MATTFAS057: Fashion & Style Attitudes: I often use natural or organic beauty products. (DC)
MATTFAS058: Fashion & Style Attitudes: I often use natural or organic beauty products. (DS)
MATTFAS059: Fashion & Style Attitudes: I often use natural or organic beauty products. (AS)
MATTFAS060: Fashion & Style Attitudes: I often use natural or organic beauty products. (AC)
MATTFAS061: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (DC)
MATTFAS062: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (DS)
MATTFAS063: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (AS)
MATTFAS064: Fashion & Style Attitudes: I buy new clothes at the beginning of each season. (AC)
MATTFAS069: Fashion & Style Attitudes: I often try different ways to style my hair. (DC)
MATTFAS070: Fashion & Style Attitudes: I often try different ways to style my hair. (DS)
MATTFAS071: Fashion & Style Attitudes: I often try different ways to style my hair. (AS)
MATTFAS072: Fashion & Style Attitudes: I often try different ways to style my hair. (AC)

MATTFAS073: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (DC)
MATTFAS074: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (DS)
MATTFAS075: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (AS)
MATTFAS076: Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit. (AC)
MATTFAS085: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (DC)
MATTFAS086: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (DS)
MATTFAS087: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (AS)
MATTFAS088: Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear. (AC)
MATTFAS089: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (DC)
MATTFAS090: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (DS)
MATTFAS091: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (AS)
MATTFAS092: Fashion & Style Attitudes: Clothes made by fashion designers are more appealing. (AC)
MATTFAS105: Fashion & Style Attitudes: I dress more to please myself than others. (DC)
MATTFAS106: Fashion & Style Attitudes: I dress more to please myself than others. (DS)
MATTFAS107: Fashion & Style Attitudes: I dress more to please myself than others. (AS)
MATTFAS108: Fashion & Style Attitudes: I dress more to please myself than others. (AC)
MATTFAS109: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (DC)
MATTFAS110: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (DS)
MATTFAS111: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (AS)
MATTFAS112: Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance. (AC)
MATTFAS113: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DC)
MATTFAS114: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (DS)
MATTFAS115: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AS)
MATTFAS116: Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine I will purchase it (AC)
MATTFAS117: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (DC)
MATTFAS118: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (DS)
MATTFAS119: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (AS)
MATTFAS120: Fashion & Style Attitudes: Maintaining a youthful appearance is important to me (AC)
MATTFAS121: Fashion & Style Attitudes: I judge others by how put together they look (DC)
MATTFAS122: Fashion & Style Attitudes: I judge others by how put together they look (DS)
MATTFAS123: Fashion & Style Attitudes: I judge others by how put together they look (AS)
MATTFAS124: Fashion & Style Attitudes: I judge others by how put together they look (AC)

Finance

MATTFIN001: Finance Attitudes: I regularly read financial news or financial publications. (DC)
MATTFIN002: Finance Attitudes: I regularly read financial news or financial publications. (DS)
MATTFIN003: Finance Attitudes: I regularly read financial news or financial publications. (AS)
MATTFIN004: Finance Attitudes: I regularly read financial news or financial publications. (AC)
MATTFIN013: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (DC)
MATTFIN014: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (DS)
MATTFIN015: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (AS)

MATTFIN016: Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions. (AC)
MATTFIN017: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (DC)
MATTFIN018: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (DS)
MATTFIN019: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (AS)
MATTFIN020: Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others. (AC)
MATTFIN021: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (DC)
MATTFIN022: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (DS)
MATTFIN023: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (AS)
MATTFIN024: Finance Attitudes: I always know broadly how much is in my bank account at any one time. (AC)
MATTFIN025: Finance Attitudes: There are one or two financial institutions that I always turn to first. (DC)
MATTFIN026: Finance Attitudes: There are one or two financial institutions that I always turn to first. (DS)
MATTFIN027: Finance Attitudes: There are one or two financial institutions that I always turn to first. (AS)
MATTFIN028: Finance Attitudes: There are one or two financial institutions that I always turn to first. (AC)
MATTFIN029: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (DC)
MATTFIN030: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (DS)
MATTFIN031: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (AS)
MATTFIN032: Finance Attitudes: It is better for me to put my money in a low-risk investment even if the return may not be as great. (AC)
MATTFIN033: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (DC)
MATTFIN034: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (DS)
MATTFIN035: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (AS)
MATTFIN036: Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs. (AC)
MATTFIN037: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (DC)
MATTFIN038: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (DS)
MATTFIN039: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (AS)
MATTFIN040: Finance Attitudes: When I find a financial product or service that I like I typically recommend it to people I know. (AC)
MATTFIN041: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (DC)
MATTFIN042: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (DS)
MATTFIN043: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (AS)
MATTFIN044: Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings. (AC)
MATTFIN045: Finance Attitudes: I like to take risks when investing for the chance of a high return. (DC)
MATTFIN046: Finance Attitudes: I like to take risks when investing for the chance of a high return. (DS)
MATTFIN047: Finance Attitudes: I like to take risks when investing for the chance of a high return. (AS)
MATTFIN048: Finance Attitudes: I like to take risks when investing for the chance of a high return. (AC)
MATTFIN049: Finance Attitudes: I enjoy learning about financial products or services from others. (DC)
MATTFIN050: Finance Attitudes: I enjoy learning about financial products or services from others. (DS)
MATTFIN051: Finance Attitudes: I enjoy learning about financial products or services from others. (AS)
MATTFIN052: Finance Attitudes: I enjoy learning about financial products or services from others. (AC)
MATTFIN053: Finance Attitudes: I only save for a specific purpose. (DC)
MATTFIN054: Finance Attitudes: I only save for a specific purpose. (DS)
MATTFIN055: Finance Attitudes: I only save for a specific purpose. (AS)
MATTFIN056: Finance Attitudes: I only save for a specific purpose. (AC)

MATTFIN061: Finance Attitudes: People often ask my advice when it comes to financial matters. (DC)
MATTFIN062: Finance Attitudes: People often ask my advice when it comes to financial matters. (DS)
MATTFIN063: Finance Attitudes: People often ask my advice when it comes to financial matters. (AS)
MATTFIN064: Finance Attitudes: People often ask my advice when it comes to financial matters. (AC)
MATTFIN065: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (DC)
MATTFIN066: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (DS)
MATTFIN067: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (AS)
MATTFIN068: Finance Attitudes: I hate having to go to the branch of my bank or savings institution. (AC)
MATTFIN069: Finance Attitudes: I find the ups and downs of the financial markets exciting. (DC)
MATTFIN070: Finance Attitudes: I find the ups and downs of the financial markets exciting. (DS)
MATTFIN071: Finance Attitudes: I find the ups and downs of the financial markets exciting. (AS)
MATTFIN072: Finance Attitudes: I find the ups and downs of the financial markets exciting. (AC)
MATTFIN073: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (DC)
MATTFIN074: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (DS)
MATTFIN075: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (AS)
MATTFIN076: Finance Attitudes: I often ask the advice of others when it comes to financial products or services. (AC)
MATTFIN081: Finance Attitudes: Investing in the stock market is too risky for me. (DC)
MATTFIN082: Finance Attitudes: Investing in the stock market is too risky for me. (DS)
MATTFIN083: Finance Attitudes: Investing in the stock market is too risky for me. (AS)
MATTFIN084: Finance Attitudes: Investing in the stock market is too risky for me. (AC)
MATTFIN085: Finance Attitudes: The economy has a direct effect on my spending habits. (DC)
MATTFIN086: Finance Attitudes: The economy has a direct effect on my spending habits. (DS)
MATTFIN087: Finance Attitudes: The economy has a direct effect on my spending habits. (AS)
MATTFIN088: Finance Attitudes: The economy has a direct effect on my spending habits. (AC)
MATTFIN089: Finance Attitudes: I feel overwhelmed by financial burdens. (DC)
MATTFIN090: Finance Attitudes: I feel overwhelmed by financial burdens. (DS)
MATTFIN091: Finance Attitudes: I feel overwhelmed by financial burdens. (AS)
MATTFIN092: Finance Attitudes: I feel overwhelmed by financial burdens. (AC)
MATTFIN093: Finance Attitudes: Investing for the future is very important to me (DC)
MATTFIN094: Finance Attitudes: Investing for the future is very important to me (DS)
MATTFIN095: Finance Attitudes: Investing for the future is very important to me (AS)
MATTFIN096: Finance Attitudes: Investing for the future is very important to me (AC)

Food

MATTFOO001: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (DC)
MATTFOO002: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (DS)
MATTFOO003: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (AS)
MATTFOO004: Food Attitudes: I try to eat healthy these days and pay attention to my nutrition. (AC)
MATTFOO005: Food Attitudes: I rarely eat frozen dinners. (DC)
MATTFOO006: Food Attitudes: I rarely eat frozen dinners. (DS)
MATTFOO007: Food Attitudes: I rarely eat frozen dinners. (AS)
MATTFOO008: Food Attitudes: I rarely eat frozen dinners. (AC)
MATTFOO009: Food Attitudes: I typically celebrate special occasions at restaurants. (DC)
MATTFOO010: Food Attitudes: I typically celebrate special occasions at restaurants. (DS)
MATTFOO011: Food Attitudes: I typically celebrate special occasions at restaurants. (AS)
MATTFOO012: Food Attitudes: I typically celebrate special occasions at restaurants. (AC)
MATTFOO013: Food Attitudes: During a given week I cook meals frequently. (DC)
MATTFOO014: Food Attitudes: During a given week I cook meals frequently. (DS)
MATTFOO015: Food Attitudes: During a given week I cook meals frequently. (AS)
MATTFOO016: Food Attitudes: During a given week I cook meals frequently. (AC)
MATTFOO017: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (DC)

MATTF00018: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (DS)
MATTF00019: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (AS)
MATTF00020: Food Attitudes: If a food item is on sale I buy multiple units to stock up. (AC)
MATTF00021: Food Attitudes: Often I eat my meals on the run. (DC)
MATTF00022: Food Attitudes: Often I eat my meals on the run. (DS)
MATTF00023: Food Attitudes: Often I eat my meals on the run. (AS)
MATTF00024: Food Attitudes: Often I eat my meals on the run. (AC)
MATTF00029: Food Attitudes: I enjoy being creative in the kitchen (DC)
MATTF00030: Food Attitudes: I enjoy being creative in the kitchen (DS)
MATTF00031: Food Attitudes: I enjoy being creative in the kitchen (AS)
MATTF00032: Food Attitudes: I enjoy being creative in the kitchen (AC)
MATTF00033: Food Attitudes: I try to eat a healthy breakfast every day. (DC)
MATTF00034: Food Attitudes: I try to eat a healthy breakfast every day. (DS)
MATTF00035: Food Attitudes: I try to eat a healthy breakfast every day. (AS)
MATTF00036: Food Attitudes: I try to eat a healthy breakfast every day. (AC)
MATTF00037: Food Attitudes: I only buy food items that are name-brand not generic brands. (DC)
MATTF00038: Food Attitudes: I only buy food items that are name-brand not generic brands. (DS)
MATTF00039: Food Attitudes: I only buy food items that are name-brand not generic brands. (AS)
MATTF00040: Food Attitudes: I only buy food items that are name-brand not generic brands. (AC)
MATTF00041: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (DC)
MATTF00042: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (DS)
MATTF00043: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (AS)
MATTF00044: Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant. (AC)
MATTF00061: Food Attitudes: Eating at a fast food restaurant is fun. (DC)
MATTF00062: Food Attitudes: Eating at a fast food restaurant is fun. (DS)
MATTF00063: Food Attitudes: Eating at a fast food restaurant is fun. (AS)
MATTF00064: Food Attitudes: Eating at a fast food restaurant is fun. (AC)
MATTF00065: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (DC)
MATTF00066: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (DS)
MATTF00067: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (AS)
MATTF00068: Food Attitudes: If generic brands are on sale I will purchase them over my normal name-brand. (AC)
MATTF00069: Food Attitudes: Im willing to spend more for a quality bottle of wine (DC)
MATTF00070: Food Attitudes: Im willing to spend more for a quality bottle of wine (DS)
MATTF00071: Food Attitudes: Im willing to spend more for a quality bottle of wine (AS)
MATTF00072: Food Attitudes: Im willing to spend more for a quality bottle of wine (AC)
MATTF00077: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (DC)
MATTF00078: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (DS)
MATTF00079: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (AS)
MATTF00080: Food Attitudes: I try to buy foods that are grown or produced locally (in the region where I live). (AC)
MATTF00089: Food Attitudes: Fast food is junk food. (DC)
MATTF00090: Food Attitudes: Fast food is junk food. (DS)
MATTF00091: Food Attitudes: Fast food is junk food. (AS)
MATTF00092: Food Attitudes: Fast food is junk food. (AC)
MATTF00093: Food Attitudes: I typically drink wine with dinner (DC)
MATTF00094: Food Attitudes: I typically drink wine with dinner (DS)
MATTF00095: Food Attitudes: I typically drink wine with dinner (AS)
MATTF00096: Food Attitudes: I typically drink wine with dinner (AC)
MATTF00101: Food Attitudes: I prefer picking up quick meals to cooking meals. (DC)
MATTF00102: Food Attitudes: I prefer picking up quick meals to cooking meals. (DS)
MATTF00103: Food Attitudes: I prefer picking up quick meals to cooking meals. (AS)
MATTF00104: Food Attitudes: I prefer picking up quick meals to cooking meals. (AC)
MATTF00105: Food Attitudes: Im fine with eating at a restaurant by myself. (DC)
MATTF00106: Food Attitudes: Im fine with eating at a restaurant by myself. (DS)
MATTF00107: Food Attitudes: Im fine with eating at a restaurant by myself. (AS)
MATTF00108: Food Attitudes: Im fine with eating at a restaurant by myself. (AC)
MATTF00113: Food Attitudes: Dinners in my home are usually planned ahead of time. (DC)
MATTF00114: Food Attitudes: Dinners in my home are usually planned ahead of time. (DS)

MATTF00115: Food Attitudes: Dinners in my home are usually planned ahead of time. (AS)
MATTF00116: Food Attitudes: Dinners in my home are usually planned ahead of time. (AC)
MATTF00117: Food Attitudes: I only eat fast food when Im in a rush. (DC)
MATTF00118: Food Attitudes: I only eat fast food when Im in a rush. (DS)
MATTF00119: Food Attitudes: I only eat fast food when Im in a rush. (AS)
MATTF00120: Food Attitudes: I only eat fast food when Im in a rush. (AC)
MATTF00121: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (DC)
MATTF00122: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (DS)
MATTF00123: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (AS)
MATTF00124: Food Attitudes: I prefer cooking with fresh food rather than canned or frozen. (AC)
MATTF00129: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (DC)
MATTF00130: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (DS)
MATTF00131: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (AS)
MATTF00132: Food Attitudes: I let my children make their own decision when ordering at a restaurant. (AC)
MATTF00133: Food Attitudes: I regularly eat organic foods. (DC)
MATTF00134: Food Attitudes: I regularly eat organic foods. (DS)
MATTF00135: Food Attitudes: I regularly eat organic foods. (AS)
MATTF00136: Food Attitudes: I regularly eat organic foods. (AC)
MATTF00137: Food Attitudes: Food is a comfort to me (DC)
MATTF00138: Food Attitudes: Food is a comfort to me (DS)
MATTF00139: Food Attitudes: Food is a comfort to me (AS)
MATTF00140: Food Attitudes: Food is a comfort to me (AC)
MATTF00141: Food Attitudes: I often use recipes when preparing a meal (DC)
MATTF00142: Food Attitudes: I often use recipes when preparing a meal (DS)
MATTF00143: Food Attitudes: I often use recipes when preparing a meal (AS)
MATTF00144: Food Attitudes: I often use recipes when preparing a meal (AC)
MATTF00145: Food Attitudes: Im always on the lookout for quick and easy meal options (DC)
MATTF00146: Food Attitudes: Im always on the lookout for quick and easy meal options (DS)
MATTF00147: Food Attitudes: Im always on the lookout for quick and easy meal options (AS)
MATTF00148: Food Attitudes: Im always on the lookout for quick and easy meal options (AC)
MATTF00149: Food Attitudes: I like to see healthier options at fast food restaurants. (DC)
MATTF00150: Food Attitudes: I like to see healthier options at fast food restaurants. (DS)
MATTF00151: Food Attitudes: I like to see healthier options at fast food restaurants. (AS)
MATTF00152: Food Attitudes: I like to see healthier options at fast food restaurants. (AC)
MATTF00153: Food Attitudes: I use food to bring family together (DC)
MATTF00154: Food Attitudes: I use food to bring family together (DS)
MATTF00155: Food Attitudes: I use food to bring family together (AS)
MATTF00156: Food Attitudes: I use food to bring family together (AC)
MATTF00157: Food Attitudes: I am loyal to my food brands and stick with them (DC)
MATTF00158: Food Attitudes: I am loyal to my food brands and stick with them (DS)
MATTF00159: Food Attitudes: I am loyal to my food brands and stick with them (AS)
MATTF00160: Food Attitudes: I am loyal to my food brands and stick with them (AC)
MATTF00165: Food Attitudes: I rely on mobile coupons for deals while food shopping (DC)
MATTF00166: Food Attitudes: I rely on mobile coupons for deals while food shopping (DS)
MATTF00167: Food Attitudes: I rely on mobile coupons for deals while food shopping (AS)
MATTF00168: Food Attitudes: I rely on mobile coupons for deals while food shopping (AC)
MATTF00169: Food Attitudes: I snack often (DC)
MATTF00170: Food Attitudes: I snack often (DS)
MATTF00171: Food Attitudes: I snack often (AS)
MATTF00172: Food Attitudes: I snack often (AC)
MATTF00173: Food Attitudes: I like to try new recipes when I entertain (DC)
MATTF00174: Food Attitudes: I like to try new recipes when I entertain (DS)
MATTF00175: Food Attitudes: I like to try new recipes when I entertain (AS)
MATTF00176: Food Attitudes: I like to try new recipes when I entertain (AC)

General Attitudes

MATTGEN005: General Attitudes: I am so busy I often cant finish everything I need to in a day (DC)

- MATTGEN006: General Attitudes: I am so busy I often cant finish everything I need to in a day (DS)
MATTGEN007: General Attitudes: I am so busy I often cant finish everything I need to in a day (AS)
MATTGEN008: General Attitudes: I am so busy I often cant finish everything I need to in a day (AC)
MATTGEN009: General Attitudes: I strive to achieve a high social status (DC)
MATTGEN010: General Attitudes: I strive to achieve a high social status (DS)
MATTGEN011: General Attitudes: I strive to achieve a high social status (AS)
MATTGEN012: General Attitudes: I strive to achieve a high social status (AC)
MATTGEN013: General Attitudes: The government should pay more attention to environmental issues (DC)
MATTGEN014: General Attitudes: The government should pay more attention to environmental issues (DS)
MATTGEN015: General Attitudes: The government should pay more attention to environmental issues (AS)
MATTGEN016: General Attitudes: The government should pay more attention to environmental issues (AC)
MATTGEN021: General Attitudes: I like to give the impression that my life is under control (DC)
MATTGEN022: General Attitudes: I like to give the impression that my life is under control (DS)
MATTGEN023: General Attitudes: I like to give the impression that my life is under control (AS)
MATTGEN024: General Attitudes: I like to give the impression that my life is under control (AC)
MATTGEN025: General Attitudes: Given the choice I would be my own boss (DC)
MATTGEN026: General Attitudes: Given the choice I would be my own boss (DS)
MATTGEN027: General Attitudes: Given the choice I would be my own boss (AS)
MATTGEN028: General Attitudes: Given the choice I would be my own boss (AC)
MATTGEN029: General Attitudes: Prayer is a part of my daily life (DC)
MATTGEN030: General Attitudes: Prayer is a part of my daily life (DS)
MATTGEN031: General Attitudes: Prayer is a part of my daily life (AS)
MATTGEN032: General Attitudes: Prayer is a part of my daily life (AC)
MATTGEN037: General Attitudes: I am interested in finding out how I can help the environment (DC)
MATTGEN038: General Attitudes: I am interested in finding out how I can help the environment (DS)
MATTGEN039: General Attitudes: I am interested in finding out how I can help the environment (AS)
MATTGEN040: General Attitudes: I am interested in finding out how I can help the environment (AC)
MATTGEN045: General Attitudes: Risk-taking is exciting to me (DC)
MATTGEN046: General Attitudes: Risk-taking is exciting to me (DS)
MATTGEN047: General Attitudes: Risk-taking is exciting to me (AS)
MATTGEN048: General Attitudes: Risk-taking is exciting to me (AC)
MATTGEN049: General Attitudes: I am very interested in the fine arts (DC)
MATTGEN050: General Attitudes: I am very interested in the fine arts (DS)
MATTGEN051: General Attitudes: I am very interested in the fine arts (AS)
MATTGEN052: General Attitudes: I am very interested in the fine arts (AC)
MATTGEN057: General Attitudes: Religion should be the pillar of our society (DC)
MATTGEN058: General Attitudes: Religion should be the pillar of our society (DS)
MATTGEN059: General Attitudes: Religion should be the pillar of our society (AS)
MATTGEN060: General Attitudes: Religion should be the pillar of our society (AC)
MATTGEN061: General Attitudes: I often find myself in a leadership position (DC)
MATTGEN062: General Attitudes: I often find myself in a leadership position (DS)
MATTGEN063: General Attitudes: I often find myself in a leadership position (AS)
MATTGEN064: General Attitudes: I often find myself in a leadership position (AC)
MATTGEN065: General Attitudes: I like to live a lifestyle that impresses others (DC)
MATTGEN066: General Attitudes: I like to live a lifestyle that impresses others (DS)
MATTGEN067: General Attitudes: I like to live a lifestyle that impresses others (AS)
MATTGEN068: General Attitudes: I like to live a lifestyle that impresses others (AC)
MATTGEN069: General Attitudes: Spending time with my family is my top priority (DC)
MATTGEN070: General Attitudes: Spending time with my family is my top priority (DS)
MATTGEN071: General Attitudes: Spending time with my family is my top priority (AS)
MATTGEN072: General Attitudes: Spending time with my family is my top priority (AC)
MATTGEN073: General Attitudes: I work primarily for the salary (DC)
MATTGEN074: General Attitudes: I work primarily for the salary (DS)
MATTGEN075: General Attitudes: I work primarily for the salary (AS)
MATTGEN076: General Attitudes: I work primarily for the salary (AC)
MATTGEN077: General Attitudes: I prefer a set routine in my daily life (DC)
MATTGEN078: General Attitudes: I prefer a set routine in my daily life (DS)
MATTGEN079: General Attitudes: I prefer a set routine in my daily life (AS)
MATTGEN080: General Attitudes: I prefer a set routine in my daily life (AC)
MATTGEN081: General Attitudes: Global warming is a serious threat (DC)
MATTGEN082: General Attitudes: Global warming is a serious threat (DS)
MATTGEN083: General Attitudes: Global warming is a serious threat (AS)
MATTGEN084: General Attitudes: Global warming is a serious threat (AC)
MATTGEN085: General Attitudes: I enjoy showing off my home to guests (DC)
MATTGEN086: General Attitudes: I enjoy showing off my home to guests (DS)
MATTGEN087: General Attitudes: I enjoy showing off my home to guests (AS)
MATTGEN088: General Attitudes: I enjoy showing off my home to guests (AC)
MATTGEN089: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (DC)
MATTGEN090: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (DS)
MATTGEN091: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (AS)
MATTGEN092: General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background. (AC)
MATTGEN093: General Attitudes: I like to learn about foreign cultures (DC)
MATTGEN094: General Attitudes: I like to learn about foreign cultures (DS)
MATTGEN095: General Attitudes: I like to learn about foreign cultures (AS)
MATTGEN096: General Attitudes: I like to learn about foreign cultures (AC)
MATTGEN097: General Attitudes: Keeping a neat organized home is a top priority for me (DC)
MATTGEN098: General Attitudes: Keeping a neat organized home is a top priority for me (DS)
MATTGEN099: General Attitudes: Keeping a neat organized home is a top priority for me (AS)
MATTGEN100: General Attitudes: Keeping a neat organized home is a top priority for me (AC)
MATTGEN101: General Attitudes: I feel I am more environmentally conscious than most people. (DC)
MATTGEN102: General Attitudes: I feel I am more environmentally conscious than most people. (DS)
MATTGEN103: General Attitudes: I feel I am more environmentally conscious than most people. (AS)
MATTGEN104: General Attitudes: I feel I am more environmentally conscious than most people. (AC)
MATTGEN105: General Attitudes: Even if things look messy I know where everything is (DC)
MATTGEN106: General Attitudes: Even if things look messy I know where everything is (DS)
MATTGEN107: General Attitudes: Even if things look messy I know where everything is (AS)
MATTGEN108: General Attitudes: Even if things look messy I know where everything is (AC)
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)
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)
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)
MATTGEN141: General Attitudes: I consider myself a spiritual person (DC)
MATTGEN142: General Attitudes: I consider myself a spiritual person (DS)
MATTGEN143: General Attitudes: I consider myself a spiritual person (AS)
MATTGEN144: General Attitudes: I consider myself a spiritual person (AC)
MATTGEN145: General Attitudes: My friends are the most important thing in my life (DC)
MATTGEN146: General Attitudes: My friends are the most important thing in my life (DS)
MATTGEN147: General Attitudes: My friends are the most important thing in my life (AS)
MATTGEN148: General Attitudes: My friends are the most important thing in my life (AC)
MATTGEN149: General Attitudes: I often feel like my life is slipping out of control (DC)
MATTGEN150: General Attitudes: I often feel like my life is slipping out of control (DS)
MATTGEN151: General Attitudes: I often feel like my life is slipping out of control (AS)
MATTGEN152: General Attitudes: I often feel like my life is slipping out of control (AC)
MATTGEN153: General Attitudes: I enjoy being the center of attention (DC)
MATTGEN154: General Attitudes: I enjoy being the center of attention (DS)
MATTGEN155: General Attitudes: I enjoy being the center of attention (AS)
MATTGEN156: General Attitudes: I enjoy being the center of attention (AC)
MATTGEN157: General Attitudes: My goal is to make it to the top of my profession (DC)
MATTGEN158: General Attitudes: My goal is to make it to the top of my profession (DS)
MATTGEN159: General Attitudes: My goal is to make it to the top of my profession (AS)
MATTGEN160: General Attitudes: My goal is to make it to the top of my profession (AC)

MATTGEN161: General Attitudes: I seek out variety in my everyday life (DC)
MATTGEN162: General Attitudes: I seek out variety in my everyday life (DS)
MATTGEN163: General Attitudes: I seek out variety in my everyday life (AS)
MATTGEN164: General Attitudes: I seek out variety in my everyday life (AC)
MATTGEN165: General Attitudes: Its important to me that my children continue my familys cultural traditions (DC)
MATTGEN166: General Attitudes: Its important to me that my children continue my familys cultural traditions (DS)
MATTGEN167: General Attitudes: Its important to me that my children continue my familys cultural traditions (AS)
MATTGEN168: General Attitudes: Its important to me that my children continue my familys cultural traditions (AC)
MATTGEN169: General Attitudes: Family is important to me but I have other interests that are equally important. (DC)
MATTGEN170: General Attitudes: Family is important to me but I have other interests that are equally important. (DS)
MATTGEN171: General Attitudes: Family is important to me but I have other interests that are equally important. (AS)
MATTGEN172: General Attitudes: Family is important to me but I have other interests that are equally important. (AC)
MATTGEN177: General Attitudes: People who are worried about the environment are overreacting. (DC)
MATTGEN178: General Attitudes: People who are worried about the environment are overreacting. (DS)
MATTGEN179: General Attitudes: People who are worried about the environment are overreacting. (AS)
MATTGEN180: General Attitudes: People who are worried about the environment are overreacting. (AC)
MATTGEN181: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DC)
MATTGEN182: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (DS)
MATTGEN183: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AS)
MATTGEN184: General Attitudes: My cultural/ethnic heritage is an important part of who I am. (AC)
MATTGEN185: General Attitudes: I frequently wish I had more time to spend with my family. (DC)
MATTGEN186: General Attitudes: I frequently wish I had more time to spend with my family. (DS)
MATTGEN187: General Attitudes: I frequently wish I had more time to spend with my family. (AS)
MATTGEN188: General Attitudes: I frequently wish I had more time to spend with my family. (AC)
MATTGEN189: General Attitudes: I would continue working even if I won the lottery. (DC)
MATTGEN190: General Attitudes: I would continue working even if I won the lottery. (DS)
MATTGEN191: General Attitudes: I would continue working even if I won the lottery. (AS)
MATTGEN192: General Attitudes: I would continue working even if I won the lottery. (AC)
MATTGEN193: General Attitudes: I make sure I take time for myself each day. (DC)
MATTGEN194: General Attitudes: I make sure I take time for myself each day. (DS)
MATTGEN195: General Attitudes: I make sure I take time for myself each day. (AS)
MATTGEN196: General Attitudes: I make sure I take time for myself each day. (AC)
MATTGEN197: General Attitudes: Juggling family and work demands is very stressful for me (DC)
MATTGEN198: General Attitudes: Juggling family and work demands is very stressful for me (DS)
MATTGEN199: General Attitudes: Juggling family and work demands is very stressful for me (AS)
MATTGEN200: General Attitudes: Juggling family and work demands is very stressful for me (AC)
MATTGEN201: General Attitudes: I see myself as somewhat of a loner. (DC)
MATTGEN202: General Attitudes: I see myself as somewhat of a loner. (DS)
MATTGEN203: General Attitudes: I see myself as somewhat of a loner. (AS)
MATTGEN204: General Attitudes: I see myself as somewhat of a loner. (AC)
MATTGEN205: General Attitudes: My home is an expression of my personal style. (DC)
MATTGEN206: General Attitudes: My home is an expression of my personal style. (DS)
MATTGEN207: General Attitudes: My home is an expression of my personal style. (AS)
MATTGEN208: General Attitudes: My home is an expression of my personal style. (AC)
MATTGEN209: General Attitudes: I consider myself outspoken (DC)
MATTGEN210: General Attitudes: I consider myself outspoken (DS)
MATTGEN211: General Attitudes: I consider myself outspoken (AS)
MATTGEN212: General Attitudes: I consider myself outspoken (AC)
MATTGEN213: General Attitudes: I enjoy maintaining traditions (DC)
MATTGEN214: General Attitudes: I enjoy maintaining traditions (DS)
MATTGEN215: General Attitudes: I enjoy maintaining traditions (AS)
MATTGEN216: General Attitudes: I enjoy maintaining traditions (AC)
MATTGEN217: General Attitudes: Im more connected to my ethnic heritage than my parents are (DC)

MATTGEN218: General Attitudes: Im more connected to my ethnic heritage than my parents are (DS)
MATTGEN219: General Attitudes: Im more connected to my ethnic heritage than my parents are (AS)
MATTGEN220: General Attitudes: Im more connected to my ethnic heritage than my parents are (AC)
MATTGEN221: General Attitudes: I love keeping up with celebrity news and gossip (DC)
MATTGEN222: General Attitudes: I love keeping up with celebrity news and gossip (DS)
MATTGEN223: General Attitudes: I love keeping up with celebrity news and gossip (AS)
MATTGEN224: General Attitudes: I love keeping up with celebrity news and gossip (AC)
MATTGEN225: General Attitudes: To me it is important to keep up-to-date with news and current affairs (DC)
MATTGEN226: General Attitudes: To me it is important to keep up-to-date with news and current affairs (DS)
MATTGEN227: General Attitudes: To me it is important to keep up-to-date with news and current affairs (AS)
MATTGEN228: General Attitudes: To me it is important to keep up-to-date with news and current affairs (AC)
MATTGEN229: General Attitudes: Pets deserve to be pampered (DC)
MATTGEN230: General Attitudes: Pets deserve to be pampered (DS)
MATTGEN231: General Attitudes: Pets deserve to be pampered (AS)
MATTGEN232: General Attitudes: Pets deserve to be pampered (AC)
MATTGEN233: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (DC)
MATTGEN234: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (DS)
MATTGEN235: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (AS)
MATTGEN236: General Attitudes: I choose to have a small group of friends rather than a large group of acquaintance (AC)
MATTGEN237: General Attitudes: I avoid confrontation whenever possible. (DC)
MATTGEN238: General Attitudes: I avoid confrontation whenever possible. (DS)
MATTGEN239: General Attitudes: I avoid confrontation whenever possible. (AS)
MATTGEN240: General Attitudes: I avoid confrontation whenever possible. (AC)
MATTGEN241: General Attitudes: I consider my work to be a career not just a job. (DC)
MATTGEN242: General Attitudes: I consider my work to be a career not just a job. (DS)
MATTGEN243: General Attitudes: I consider my work to be a career not just a job. (AS)
MATTGEN244: General Attitudes: I consider my work to be a career not just a job. (AC)
MATTGEN245: General Attitudes: I am willing to take charge to get things done (DC)
MATTGEN246: General Attitudes: I am willing to take charge to get things done (DS)
MATTGEN247: General Attitudes: I am willing to take charge to get things done (AS)
MATTGEN248: General Attitudes: I am willing to take charge to get things done (AC)
MATTGEN253: General Attitudes: I like to buy gifts as a way of expressing gratitude (DC)
MATTGEN254: General Attitudes: I like to buy gifts as a way of expressing gratitude (DS)
MATTGEN255: General Attitudes: I like to buy gifts as a way of expressing gratitude (AS)
MATTGEN256: General Attitudes: I like to buy gifts as a way of expressing gratitude (AC)

GfK Roper Values

GfK Roper Values Activities

MATTGFK001: GfK Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Heavy
MATTGFK002: GfK Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Medium
MATTGFK003: GfK Roper Values Activities: With kids or grandkids at home or outside the home # Hours: Light
MATTGFK004: GfK Roper Values Activities: With kids or grandkids at home or outside the home No activity indicated
MATTGFK005: GfK Roper Values Activities: With your spouse or significant other # Hours: Heavy
MATTGFK006: GfK Roper Values Activities: With your spouse or significant other # Hours: Medium
MATTGFK007: GfK Roper Values Activities: With your spouse or significant other # Hours: Light
MATTGFK008: GfK Roper Values Activities: With your spouse or significant other No activity indicated
MATTGFK009: GfK Roper Values Activities: Watching television or movies at home # Hours: Heavy
MATTGFK010: GfK Roper Values Activities: Watching television or movies at home # Hours: Medium
MATTGFK011: GfK Roper Values Activities: Watching television or movies at home # Hours: Light
MATTGFK012: GfK Roper Values Activities: Watching television or movies at home No activity indicated

MATTGFK013: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Heavy
MATTGFK014: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Medium
MATTGFK015: Gfk Roper Values Activities: At your personal computer including the Internet # Hours: Light
MATTGFK016: Gfk Roper Values Activities: At your personal computer including the Internet No activity indicated
MATTGFK017: Gfk Roper Values Activities: Reading # Hours: Heavy
MATTGFK018: Gfk Roper Values Activities: Reading # Hours: Medium
MATTGFK019: Gfk Roper Values Activities: Reading # Hours: Light
MATTGFK020: Gfk Roper Values Activities: Reading No activity indicated
MATTGFK021: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Heavy
MATTGFK022: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Medium
MATTGFK023: Gfk Roper Values Activities: Doing fun and exciting things # Hours: Light
MATTGFK024: Gfk Roper Values Activities: Doing fun and exciting things No activity indicated
MATTGFK025: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Heavy
MATTGFK026: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Medium
MATTGFK027: Gfk Roper Values Activities: Learning new things or expanding your knowledge # Hours: Light
MATTGFK028: Gfk Roper Values Activities: Learning new things or expanding your knowledge No activity indicated
MATTGFK029: Gfk Roper Values Activities: Gardening or yard work # Hours: Heavy
MATTGFK030: Gfk Roper Values Activities: Gardening or yard work # Hours: Medium
MATTGFK031: Gfk Roper Values Activities: Gardening or yard work # Hours: Light
MATTGFK032: Gfk Roper Values Activities: Gardening or yard work No activity indicated
MATTGFK033: Gfk Roper Values Activities: Housework # Hours: Heavy
MATTGFK034: Gfk Roper Values Activities: Housework # Hours: Medium
MATTGFK035: Gfk Roper Values Activities: Housework # Hours: Light
MATTGFK036: Gfk Roper Values Activities: Housework No activity indicated
MATTGFK037: Gfk Roper Values Activities: Cooking # Hours: Heavy
MATTGFK038: Gfk Roper Values Activities: Cooking # Hours: Medium
MATTGFK039: Gfk Roper Values Activities: Cooking # Hours: Light
MATTGFK040: Gfk Roper Values Activities: Cooking No activity indicated
MATTGFK041: Gfk Roper Values Activities: Working on your automobile # Hours: Heavy
MATTGFK042: Gfk Roper Values Activities: Working on your automobile # Hours: Medium
MATTGFK043: Gfk Roper Values Activities: Working on your automobile # Hours: Light
MATTGFK044: Gfk Roper Values Activities: Working on your automobile No activity indicated
MATTGFK045: Gfk Roper Values Activities: Alone # Hours: Heavy
MATTGFK046: Gfk Roper Values Activities: Alone # Hours: Medium
MATTGFK047: Gfk Roper Values Activities: Alone # Hours: Light
MATTGFK048: Gfk Roper Values Activities: Alone No activity indicated
MATTGFK049: Gfk Roper Values Activities: Commuting to and from work # Hours: Heavy
MATTGFK050: Gfk Roper Values Activities: Commuting to and from work # Hours: Medium
MATTGFK051: Gfk Roper Values Activities: Commuting to and from work # Hours: Light
MATTGFK052: Gfk Roper Values Activities: Commuting to and from work No activity indicated
MATTGFK053: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Heavy
MATTGFK054: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Medium
MATTGFK055: Gfk Roper Values Activities: At schools or any organizations other than church # Hours: Light
MATTGFK056: Gfk Roper Values Activities: At schools or any organizations other than church No activity indicated
MATTGFK057: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Heavy
MATTGFK058: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Medium
MATTGFK059: Gfk Roper Values Activities: Socializing/doing things with friends around town # Hours: Light
MATTGFK060: Gfk Roper Values Activities: Socializing/doing things with friends around town No activity indicated
MATTGFK061: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Heavy
MATTGFK062: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Medium
MATTGFK063: Gfk Roper Values Activities: Working at a paid job outside of home # Hours: Light
MATTGFK064: Gfk Roper Values Activities: Working at a paid job outside of home No activity indicated

MATTGFK065: Gfk Roper Values Activities: Working at a paid job at home # Hours: Heavy
MATTGFK066: Gfk Roper Values Activities: Working at a paid job at home # Hours: Medium
MATTGFK067: Gfk Roper Values Activities: Working at a paid job at home # Hours: Light
MATTGFK068: Gfk Roper Values Activities: Working at a paid job at home No activity indicated
MATTGFK069: Gfk Roper Values Activities: Exercising # Hours: Heavy
MATTGFK070: Gfk Roper Values Activities: Exercising # Hours: Medium
MATTGFK071: Gfk Roper Values Activities: Exercising # Hours: Light
MATTGFK072: Gfk Roper Values Activities: Exercising No activity indicated
MATTGFK073: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Heavy
MATTGFK074: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Medium
MATTGFK075: Gfk Roper Values Activities: Number of hours sleep each night # Hours: Light
MATTGFK076: Gfk Roper Values Activities: Number of hours sleep each night No activity indicated

Gfk Roper Values Source Questions

MATTGFK079: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Avg Imp)
MATTGFK078: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Not Imp)
MATTGFK077: GFK Roper Vals Q: Wealth: Having material possessions a lot of money (Very Imp)
MATTGFK082: GFK Roper Vals Q: Status: Achieving a higher social status (Avg Imp)
MATTGFK081: GFK Roper Vals Q: Status: Achieving a higher social status (Not Imp)
MATTGFK080: GFK Roper Vals Q: Status: Achieving a higher social status (Very Imp)
MATTGFK085: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Avg Imp)
MATTGFK084: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Not Imp)
MATTGFK083: GFK Roper Vals Q: Ambition: Aspiring to get ahead (Very Imp)
MATTGFK088: GFK Roper Vals Q: Honesty: Being sincere having integrity (Avg Imp)
MATTGFK087: GFK Roper Vals Q: Honesty: Being sincere having integrity (Not Imp)
MATTGFK086: GFK Roper Vals Q: Honesty: Being sincere having integrity (Very Imp)
MATTGFK091: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Avg Imp)
MATTGFK090: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Not Imp)
MATTGFK089: GFK Roper Vals Q: Being in tune with nature: Fitting into nature (Very Imp)
MATTGFK094: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Avg Imp)
MATTGFK093: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Not Imp)
MATTGFK092: GFK Roper Vals Q: Preserving the environment: Helping to preserve nature (Very Imp)
MATTGFK097: GFK Roper Vals Q: Creativity: Being creative imaginative (Avg Imp)
MATTGFK096: GFK Roper Vals Q: Creativity: Being creative imaginative (Not Imp)
MATTGFK095: GFK Roper Vals Q: Creativity: Being creative imaginative (Very Imp)
MATTGFK100: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Avg Imp)
MATTGFK099: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Not Imp)
MATTGFK098: GFK Roper Vals Q: Freedom: Having freedom of action and thought (Very Imp)
MATTGFK103: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Avg Imp)
MATTGFK102: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Not Imp)
MATTGFK101: GFK Roper Vals Q: Curiosity: Wanting to explore and learn about new things (Very Imp)
MATTGFK109: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Avg Imp)
MATTGFK108: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Not Imp)
MATTGFK107: GFK Roper Vals Q: Protecting the family: Having safety for loved ones (Very Imp)
MATTGFK112: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Avg Imp)
MATTGFK111: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Not Imp)
MATTGFK110: GFK Roper Vals Q: Social responsibility: Working for the welfare of society (Very Imp)
MATTGFK115: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Avg Imp)
MATTGFK114: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Not Imp)
MATTGFK113: GFK Roper Vals Q: Equality: Desiring equal opportunity for all (Very Imp)
MATTGFK118: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Avg Imp)

MATTGFK117: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Not Imp)
MATTGFK116: GFK Roper Vals Q: Stable personal relationships: Maintaining a long-term commitment to friends and love ones (Very Imp)
MATTGFK121: GFK Roper Vals Q: Romance: Having romance in my life (Avg Imp)
MATTGFK120: GFK Roper Vals Q: Romance: Having romance in my life (Not Imp)
MATTGFK119: GFK Roper Vals Q: Romance: Having romance in my life (Very Imp)
MATTGFK124: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Avg Imp)
MATTGFK123: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Not Imp)
MATTGFK122: GFK Roper Vals Q: Enjoying life: Doing things because I like them (Very Imp)
MATTGFK127: GFK Roper Vals Q: Having fun: Having a good time (Avg Imp)
MATTGFK126: GFK Roper Vals Q: Having fun: Having a good time (Not Imp)
MATTGFK125: GFK Roper Vals Q: Having fun: Having a good time (Very Imp)
MATTGFK130: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Avg Imp)
MATTGFK129: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Not Imp)
MATTGFK128: GFK Roper Vals Q: Adventure: Seeking adventure and risk (Very Imp)
MATTGFK133: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Avg Imp)
MATTGFK132: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Not Imp)
MATTGFK131: GFK Roper Vals Q: Sex: Achieving a fulfilling sexual life (Very Imp)
MATTGFK136: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Avg Imp)
MATTGFK135: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Not Imp)
MATTGFK134: GFK Roper Vals Q: Looking good: Seeking the utmost attractive appearance (Very Imp)
MATTGFK139: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Avg Imp)
MATTGFK138: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Not Imp)
MATTGFK137: GFK Roper Vals Q: Duty: Fulfilling obligations to family community and country (Very Imp)
MATTGFK142: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Avg Imp)
MATTGFK141: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Not Imp)
MATTGFK140: GFK Roper Vals Q: Respecting ancestors: Showing respect to those who came before us (Very Imp)
MATTGFK145: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Avg Imp)
MATTGFK144: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Not Imp)
MATTGFK143: GFK Roper Vals Q: Traditional gender roles: Following traditional roles for men and women (Very Imp)
MATTGFK148: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Avg Imp)
MATTGFK147: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Not Imp)
MATTGFK146: GFK Roper Vals Q: Faith: Holding to religious faith and belief (Very Imp)
MATTGFK151: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Avg Imp)
MATTGFK150: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Not Imp)
MATTGFK149: GFK Roper Vals Q: Learning: Continuing to learn throughout my life (Very Imp)
MATTGFK154: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Avg Imp)
MATTGFK153: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Not Imp)
MATTGFK152: GFK Roper Vals Q: Helpfulness: Making the effort to assist others (Very Imp)
MATTGFK157: GFK Roper Vals Q: Friendship: Having close supportive friends (Avg Imp)
MATTGFK156: GFK Roper Vals Q: Friendship: Having close supportive friends (Not Imp)
MATTGFK155: GFK Roper Vals Q: Friendship: Having close supportive friends (Very Imp)
MATTGFK160: GFK Roper Vals Q: Power: Having control over people and resources (Avg Imp)
MATTGFK159: GFK Roper Vals Q: Power: Having control over people and resources (Not Imp)
MATTGFK158: GFK Roper Vals Q: Power: Having control over people and resources (Very Imp)
MATTGFK163: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Avg Imp)
MATTGFK162: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Not Imp)
MATTGFK161: GFK Roper Vals Q: Open-mindedness: Being broad-minded (Very Imp)
MATTGFK166: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Avg Imp)
MATTGFK165: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Not Imp)
MATTGFK164: GFK Roper Vals Q: Social tolerance: Respecting ethnic religious and racial differences (Very Imp)

MATTGFK169: GFK Roper Vals Q: Authenticity: Being true to myself (Avg Imp)
MATTGFK168: GFK Roper Vals Q: Authenticity: Being true to myself (Not Imp)
MATTGFK167: GFK Roper Vals Q: Authenticity: Being true to myself (Very Imp)
MATTGFK172: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Avg Imp)
MATTGFK171: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Not Imp)
MATTGFK170: GFK Roper Vals Q: Self-reliance: Being self reliant choosing my own goals (Very Imp)
MATTGFK175: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Avg Imp)
MATTGFK174: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Not Imp)
MATTGFK173: GFK Roper Vals Q: Tradition: Preserving time-honored customs (Very Imp)
MATTGFK178: GFK Roper Vals Q: Being youthful: Feeling young (Avg Imp)
MATTGFK177: GFK Roper Vals Q: Being youthful: Feeling young (Not Imp)
MATTGFK176: GFK Roper Vals Q: Being youthful: Feeling young (Very Imp)
MATTGFK181: GFK Roper Vals Q: Excitement: Having stimulating experiences (Avg Imp)
MATTGFK180: GFK Roper Vals Q: Excitement: Having stimulating experiences (Not Imp)
MATTGFK179: GFK Roper Vals Q: Excitement: Having stimulating experiences (Very Imp)
MATTGFK184: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Avg Imp)
MATTGFK183: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Not Imp)
MATTGFK182: GFK Roper Vals Q: Self-interest: Putting my interest ahead of others (Very Imp)
MATTGFK187: GFK Roper Vals Q: Knowledge: Being well educated (Avg Imp)
MATTGFK186: GFK Roper Vals Q: Knowledge: Being well educated (Not Imp)
MATTGFK185: GFK Roper Vals Q: Knowledge: Being well educated (Very Imp)
MATTGFK190: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Avg Imp)
MATTGFK189: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Not Imp)
MATTGFK188: GFK Roper Vals Q: Simplicity: Keeping your life and mind as uncluttered as possible (Very Imp)
MATTGFK193: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Avg Imp)
MATTGFK192: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Not Imp)
MATTGFK191: GFK Roper Vals Q: Cultural purity: Keeping my culture free from outside influences (Very Imp)
MATTGFK196: GFK Roper Vals Q: Working hard: Always giving my best effort (Avg Imp)
MATTGFK195: GFK Roper Vals Q: Working hard: Always giving my best effort (Not Imp)
MATTGFK194: GFK Roper Vals Q: Working hard: Always giving my best effort (Very Imp)
MATTGFK199: GFK Roper Vals Q: Modesty: Being modest self-effacing (Avg Imp)
MATTGFK198: GFK Roper Vals Q: Modesty: Being modest self-effacing (Not Imp)
MATTGFK197: GFK Roper Vals Q: Modesty: Being modest self-effacing (Very Imp)
MATTGFK202: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Avg Imp)
MATTGFK201: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Not Imp)
MATTGFK200: GFK Roper Vals Q: Thrift: Being economical or careful with money and avoiding excesses (Very Imp)

Health

MATTHLT004: Health Attitudes: I go to the doctor regularly for check-ups. (DC)
MATTHLT003: Health Attitudes: I go to the doctor regularly for check-ups. (DS)
MATTHLT002: Health Attitudes: I go to the doctor regularly for check-ups. (AS)
MATTHLT001: Health Attitudes: I go to the doctor regularly for check-ups. (AC)
MATTHLT008: Health Attitudes: I prefer alternative medicine to traditional medical practices. (DC)
MATTHLT007: Health Attitudes: I prefer alternative medicine to traditional medical practices. (DS)
MATTHLT006: Health Attitudes: I prefer alternative medicine to traditional medical practices. (AS)
MATTHLT005: Health Attitudes: I prefer alternative medicine to traditional medical practices. (AC)
MATTHLT012: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (DC)
MATTHLT011: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (DS)
MATTHLT010: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (AS)
MATTHLT009: Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (AC)
MATTHLT020: Health Attitudes: In general I think herbal supplements are effective (DC)

MATTHLT019: Health Attitudes: In general I think herbal supplements are effective (DS)
MATTHLT018: Health Attitudes: In general I think herbal supplements are effective (AS)
MATTHLT017: Health Attitudes: In general I think herbal supplements are effective (AC)
MATTHLT024: Health Attitudes: I take my prescription medicines exactly as prescribed (DC)
MATTHLT028: Health Attitudes: Im often first to try the most advanced medicines. (DC)
MATTHLT027: Health Attitudes: Im often first to try the most advanced medicines. (DS)
MATTHLT026: Health Attitudes: Im often first to try the most advanced medicines. (AS)
MATTHLT025: Health Attitudes: Im often first to try the most advanced medicines. (AC)
MATTHLT032: Health Attitudes: I prefer popular brand-name drugs even if they cost more (DC)
MATTHLT031: Health Attitudes: I prefer popular brand-name drugs even if they cost more (DS)
MATTHLT030: Health Attitudes: I prefer popular brand-name drugs even if they cost more (AS)
MATTHLT029: Health Attitudes: I prefer popular brand-name drugs even if they cost more (AC)
MATTHLT036: Health Attitudes: I rely on my physician to recommend drug brands. (DC)
MATTHLT035: Health Attitudes: I rely on my physician to recommend drug brands. (DS)
MATTHLT034: Health Attitudes: I rely on my physician to recommend drug brands. (AS)
MATTHLT033: Health Attitudes: I rely on my physician to recommend drug brands. (AC)
MATTHLT040: Health Attitudes: In general newer drug brands work better than older brands. (DC)
MATTHLT039: Health Attitudes: In general newer drug brands work better than older brands. (DS)
MATTHLT038: Health Attitudes: In general newer drug brands work better than older brands. (AS)
MATTHLT037: Health Attitudes: In general newer drug brands work better than older brands. (AC)
MATTHLT048: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (DC)
MATTHLT047: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (DS)
MATTHLT046: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (AS)
MATTHLT045: Health Attitudes: To save money I would buy prescription drugs from countries other than the United States (AC)
MATTHLT052: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (DC)
MATTHLT051: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (DS)
MATTHLT050: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (AS)
MATTHLT049: Health Attitudes: Before I begin taking any drug I look for as much info about it as possible (AC)
MATTHLT056: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (DC)
MATTHLT055: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (DS)
MATTHLT054: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (AS)
MATTHLT053: Health Attitudes: I am willing to take prescription drugs even if my insurance company doesnt cover them (AC)
MATTHLT060: Health Attitudes: Over the counter medications are safer than prescription drugs (DC)
MATTHLT059: Health Attitudes: Over the counter medications are safer than prescription drugs (DS)
MATTHLT058: Health Attitudes: Over the counter medications are safer than prescription drugs (AS)
MATTHLT057: Health Attitudes: Over the counter medications are safer than prescription drugs (AC)
MATTHLT064: Health Attitudes: I only go to the doctor when Im very ill (DC)
MATTHLT063: Health Attitudes: I only go to the doctor when Im very ill (DS)
MATTHLT062: Health Attitudes: I only go to the doctor when Im very ill (AS)
MATTHLT061: Health Attitudes: I only go to the doctor when Im very ill (AC)
MATTHLT068: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (DC)
MATTHLT067: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (DS)
MATTHLT066: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (AS)
MATTHLT065: Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects (AC)
MATTHLT072: Health Attitudes: I take medicine as soon as I dont feel well (DC)
MATTHLT071: Health Attitudes: I take medicine as soon as I dont feel well (DS)
MATTHLT070: Health Attitudes: I take medicine as soon as I dont feel well (AS)
MATTHLT069: Health Attitudes: I take medicine as soon as I dont feel well (AC)
MATTHLT076: Health Attitudes: Medication has improved the quality of my life (DC)
MATTHLT075: Health Attitudes: Medication has improved the quality of my life (DS)

MATTHLT074: Health Attitudes: Medication has improved the quality of my life (AS)
MATTHLT073: Health Attitudes: Medication has improved the quality of my life (AC)
MATTHLT080: Health Attitudes: I follow a regular exercise routine (DC)
MATTHLT079: Health Attitudes: I follow a regular exercise routine (DS)
MATTHLT078: Health Attitudes: I follow a regular exercise routine (AS)
MATTHLT077: Health Attitudes: I follow a regular exercise routine (AC)
MATTHLT084: Health Attitudes: My medical conditions limit my lifestyle somewhat (DC)
MATTHLT083: Health Attitudes: My medical conditions limit my lifestyle somewhat (DS)
MATTHLT082: Health Attitudes: My medical conditions limit my lifestyle somewhat (AS)
MATTHLT081: Health Attitudes: My medical conditions limit my lifestyle somewhat (AC)
MATTHLT088: Health Attitudes: I am always looking for new ways to live a healthier life (DC)
MATTHLT087: Health Attitudes: I am always looking for new ways to live a healthier life (DS)
MATTHLT086: Health Attitudes: I am always looking for new ways to live a healthier life (AS)
MATTHLT085: Health Attitudes: I am always looking for new ways to live a healthier life (AC)
MATTHLT092: Health Attitudes: I am happy with my weight. (DC)
MATTHLT091: Health Attitudes: I am happy with my weight. (DS)
MATTHLT090: Health Attitudes: I am happy with my weight. (AS)
MATTHLT089: Health Attitudes: I am happy with my weight. (AC)
MATTHLT096: Health Attitudes: I consult my pharmacist for health advice (DC)
MATTHLT095: Health Attitudes: I consult my pharmacist for health advice (DS)
MATTHLT094: Health Attitudes: I consult my pharmacist for health advice (AS)
MATTHLT093: Health Attitudes: I consult my pharmacist for health advice (AC)
MATTHLT100: Health Attitudes: Vitamin supplements improve ones health (DC)
MATTHLT099: Health Attitudes: Vitamin supplements improve ones health (DS)
MATTHLT098: Health Attitudes: Vitamin supplements improve ones health (AS)
MATTHLT097: Health Attitudes: Vitamin supplements improve ones health (AC)
MATTHLT101: Health Attitudes: The benefits of vaccines outweigh any possible risks (DC)
MATTHLT102: Health Attitudes: The benefits of vaccines outweigh any possible risks (DS)
MATTHLT103: Health Attitudes: The benefits of vaccines outweigh any possible risks (AS)
MATTHLT104: Health Attitudes: The benefits of vaccines outweigh any possible risks (AC)

Interest in Advertising

MATTIAD005: Interest In Ads: Advertising on TV provides me with useful info about bargains. (DC)
MATTIAD004: Interest In Ads: Advertising on TV provides me with useful info about bargains. (DS)
MATTIAD003: Interest In Ads: Advertising on TV provides me with useful info about bargains. (N)
MATTIAD002: Interest In Ads: Advertising on TV provides me with useful info about bargains. (AS)
MATTIAD001: Interest In Ads: Advertising on TV provides me with useful info about bargains. (AC)
MATTIAD015: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (DC)
MATTIAD014: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (DS)
MATTIAD013: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (N)
MATTIAD012: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (AS)
MATTIAD011: Interest In Ads: Advertising on TV provides me with useful info about new products and services. (AC)
MATTIAD020: Interest In Ads: For me advertising on TV is amusing. (DC)
MATTIAD019: Interest In Ads: For me advertising on TV is amusing. (DS)
MATTIAD018: Interest In Ads: For me advertising on TV is amusing. (N)
MATTIAD017: Interest In Ads: For me advertising on TV is amusing. (AS)
MATTIAD016: Interest In Ads: For me advertising on TV is amusing. (AC)
MATTIAD025: Interest In Ads: For me advertising on TV appears at inconvenient moments. (DC)
MATTIAD024: Interest In Ads: For me advertising on TV appears at inconvenient moments. (DS)
MATTIAD023: Interest In Ads: For me advertising on TV appears at inconvenient moments. (N)
MATTIAD022: Interest In Ads: For me advertising on TV appears at inconvenient moments. (AS)
MATTIAD021: Interest In Ads: For me advertising on TV appears at inconvenient moments. (AC)
MATTIAD030: Interest In Ads: For me advertising on TV has no credibility. (DC)
MATTIAD029: Interest In Ads: For me advertising on TV has no credibility. (DS)
MATTIAD028: Interest In Ads: For me advertising on TV has no credibility. (N)
MATTIAD027: Interest In Ads: For me advertising on TV has no credibility. (AS)
MATTIAD026: Interest In Ads: For me advertising on TV has no credibility. (AC)

MATTIAD152: Interest In Ads: For me advertising in magazines is repeated too often. (AS)
MATTIAD151: Interest In Ads: For me advertising in magazines is repeated too often. (AC)
MATTIAD160: Interest In Ads: For me all ads in magazines are alike. (DC)
MATTIAD159: Interest In Ads: For me all ads in magazines are alike. (DS)
MATTIAD158: Interest In Ads: For me all ads in magazines are alike. (N)
MATTIAD157: Interest In Ads: For me all ads in magazines are alike. (AS)
MATTIAD156: Interest In Ads: For me all ads in magazines are alike. (AC)
MATTIAD165: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (DC)
MATTIAD164: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (DS)
MATTIAD163: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (N)
MATTIAD162: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (AS)
MATTIAD161: Interest In Ads: Advertising on the Internet provides me with useful info about bargains. (AC)
MATTIAD175: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (DC)
MATTIAD174: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (DS)
MATTIAD173: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (N)
MATTIAD172: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (AS)
MATTIAD171: Interest In Ads: Advertising on the Internet provides me with useful info about new products and services. (AC)
MATTIAD180: Interest In Ads: For me advertising on the Internet is amusing. (DC)
MATTIAD179: Interest In Ads: For me advertising on the Internet is amusing. (DS)
MATTIAD178: Interest In Ads: For me advertising on the Internet is amusing. (N)
MATTIAD177: Interest In Ads: For me advertising on the Internet is amusing. (AS)
MATTIAD176: Interest In Ads: For me advertising on the Internet is amusing. (AC)
MATTIAD185: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (DC)
MATTIAD184: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (DS)
MATTIAD183: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (N)
MATTIAD182: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (AS)
MATTIAD181: Interest In Ads: For me advertising on the Internet appears at inconvenient moments. (AC)
MATTIAD190: Interest In Ads: For me advertising on the Internet has no credibility. (DC)
MATTIAD189: Interest In Ads: For me advertising on the Internet has no credibility. (DS)
MATTIAD188: Interest In Ads: For me advertising on the Internet has no credibility. (N)
MATTIAD187: Interest In Ads: For me advertising on the Internet has no credibility. (AS)
MATTIAD186: Interest In Ads: For me advertising on the Internet has no credibility. (AC)
MATTIAD195: Interest In Ads: For me advertising on the Internet is repeated too often. (DC)
MATTIAD194: Interest In Ads: For me advertising on the Internet is repeated too often. (DS)
MATTIAD193: Interest In Ads: For me advertising on the Internet is repeated too often. (N)
MATTIAD192: Interest In Ads: For me advertising on the Internet is repeated too often. (AS)
MATTIAD191: Interest In Ads: For me advertising on the Internet is repeated too often. (AC)
MATTIAD200: Interest In Ads: For me all ads on the Internet are alike. (DC)
MATTIAD199: Interest In Ads: For me all ads on the Internet are alike. (DS)
MATTIAD198: Interest In Ads: For me all ads on the Internet are alike. (N)
MATTIAD197: Interest In Ads: For me all ads on the Internet are alike. (AS)
MATTIAD196: Interest In Ads: For me all ads on the Internet are alike. (AC)
MATTIAD205: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (DC)
MATTIAD204: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (DS)
MATTIAD203: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (N)
MATTIAD202: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (AS)
MATTIAD201: Interest In Ads: Advertising on mobile phones provides me with useful info about bargains. (AC)
MATTIAD215: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (DC)
MATTIAD214: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (DS)
MATTIAD213: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (N)
MATTIAD212: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (AS)

MATTIAD211: Interest In Ads: Advertising on mobile phones provides me with useful info about new products and services. (AC)
MATTIAD220: Interest In Ads: For me advertising on mobile phones is amusing. (DC)
MATTIAD219: Interest In Ads: For me advertising on mobile phones is amusing. (DS)
MATTIAD218: Interest In Ads: For me advertising on mobile phones is amusing. (N)
MATTIAD217: Interest In Ads: For me advertising on mobile phones is amusing. (AS)
MATTIAD216: Interest In Ads: For me advertising on mobile phones is amusing. (AC)
MATTIAD225: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (DC)
MATTIAD224: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (DS)
MATTIAD223: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (N)
MATTIAD222: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (AS)
MATTIAD221: Interest In Ads: For me advertising on mobile phones appears at inconvenient moments. (AC)
MATTIAD230: Interest In Ads: For me advertising on mobile phones has no credibility. (DC)
MATTIAD229: Interest In Ads: For me advertising on mobile phones has no credibility. (DS)
MATTIAD228: Interest In Ads: For me advertising on mobile phones has no credibility. (N)
MATTIAD227: Interest In Ads: For me advertising on mobile phones has no credibility. (AS)
MATTIAD226: Interest In Ads: For me advertising on mobile phones has no credibility. (AC)
MATTIAD235: Interest In Ads: For me advertising on mobile phones is repeated too often. (DC)
MATTIAD234: Interest In Ads: For me advertising on mobile phones is repeated too often. (DS)
MATTIAD233: Interest In Ads: For me advertising on mobile phones is repeated too often. (N)
MATTIAD232: Interest In Ads: For me advertising on mobile phones is repeated too often. (AS)
MATTIAD231: Interest In Ads: For me advertising on mobile phones is repeated too often. (AC)
MATTIAD240: Interest In Ads: For me all ads on mobile phones are alike. (DC)
MATTIAD239: Interest In Ads: For me all ads on mobile phones are alike. (DS)
MATTIAD238: Interest In Ads: For me all ads on mobile phones are alike. (N)
MATTIAD237: Interest In Ads: For me all ads on mobile phones are alike. (AS)
MATTIAD236: Interest In Ads: For me all ads on mobile phones are alike. (AC)

Interest in Sports

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

- MATTSPT034: Interest In Sports: Golf Non-Fan
- MATTSPT035: Interest In Sports: Golf Interest Level: 1 (Weak Fan)
- MATTSPT036: Interest In Sports: Golf Interest Level: 2
- MATTSPT037: Interest In Sports: Golf Interest Level: 3
- MATTSPT038: Interest In Sports: Golf Interest Level: 4
- MATTSPT039: Interest In Sports: Golf Interest Level: 5
- MATTSPT040: Interest In Sports: Golf Interest Level: 6
- MATTSPT041: Interest In Sports: Golf Interest Level: 7
- MATTSPT042: Interest In Sports: Golf Interest Level: 8
- MATTSPT043: Interest In Sports: Golf Interest Level: 9
- MATTSPT044: Interest In Sports: Golf Interest Level: 10 (Super Fan)
- MATTSPT045: Interest In Sports: High School Sports Non-Fan
- MATTSPT046: Interest In Sports: High School Sports Interest Level: 1 (Weak Fan)
- MATTSPT047: Interest In Sports: High School Sports Interest Level: 2
- MATTSPT048: Interest In Sports: High School Sports Interest Level: 3
- MATTSPT049: Interest In Sports: High School Sports Interest Level: 4
- MATTSPT050: Interest In Sports: High School Sports Interest Level: 5
- MATTSPT051: Interest In Sports: High School Sports Interest Level: 6
- MATTSPT052: Interest In Sports: High School Sports Interest Level: 7
- MATTSPT053: Interest In Sports: High School Sports Interest Level: 8
- MATTSPT054: Interest In Sports: High School Sports Interest Level: 9
- MATTSPT055: Interest In Sports: High School Sports Interest Level: 10 (Super Fan)
- MATTSPT056: Interest In Sports: Major League Baseball Non-Fan
- MATTSPT057: Interest In Sports: Major League Baseball Interest Level: 1 (Weak Fan)
- MATTSPT058: Interest In Sports: Major League Baseball Interest Level: 2
- MATTSPT059: Interest In Sports: Major League Baseball Interest Level: 3
- MATTSPT060: Interest In Sports: Major League Baseball Interest Level: 4
- MATTSPT061: Interest In Sports: Major League Baseball Interest Level: 5
- MATTSPT062: Interest In Sports: Major League Baseball Interest Level: 6
- MATTSPT063: Interest In Sports: Major League Baseball Interest Level: 7
- MATTSPT064: Interest In Sports: Major League Baseball Interest Level: 8
- MATTSPT065: Interest In Sports: Major League Baseball Interest Level: 9
- MATTSPT066: Interest In Sports: Major League Baseball Interest Level: 10 (Super Fan)
- MATTSPT067: Interest In Sports: NASCAR Non-Fan
- MATTSPT068: Interest In Sports: NASCAR Interest Level: 1 (Weak Fan)
- MATTSPT069: Interest In Sports: NASCAR Interest Level: 2
- MATTSPT070: Interest In Sports: NASCAR Interest Level: 3
- MATTSPT071: Interest In Sports: NASCAR Interest Level: 4
- MATTSPT072: 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)
- 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
- 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

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

MINTAT014: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (DS)
MINTAT015: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (AS)
MINTAT016: Internet/Online Attitudes: The Internet is a great way to communicate with family/friends. (AC)
MINTAT017: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (DC)
MINTAT018: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (DS)
MINTAT019: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (AS)
MINTAT020: Internet/Online Attitudes: The Internet is a main source of entertainment for me. (AC)
MINTAT021: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (DC)
MINTAT022: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (DS)
MINTAT023: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (AS)
MINTAT024: Internet/Online Attitudes: I like to keep my personal Internet pages updated with info about my life (AC)
MINTAT025: Internet/Online Attitudes: I would feel disconnected without the Internet. (DC)
MINTAT026: Internet/Online Attitudes: I would feel disconnected without the Internet. (DS)
MINTAT027: Internet/Online Attitudes: I would feel disconnected without the Internet. (AS)
MINTAT028: Internet/Online Attitudes: I would feel disconnected without the Internet. (AC)
MINTAT029: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (DC)
MINTAT030: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (DS)
MINTAT031: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (AS)
MINTAT032: Internet/Online Attitudes: Going online is one of my favorite things to do with my free time. (AC)
MINTAT037: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (DC)
MINTAT038: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (DS)
MINTAT039: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (AS)
MINTAT040: Internet/Online Attitudes: Instant messenger keeps me in touch with my friends. (AC)
MINTAT041: Internet/Online Attitudes: The Internet is a good way to meet new people. (DC)
MINTAT042: Internet/Online Attitudes: The Internet is a good way to meet new people. (DS)
MINTAT043: Internet/Online Attitudes: The Internet is a good way to meet new people. (AS)
MINTAT044: Internet/Online Attitudes: The Internet is a good way to meet new people. (AC)
MINTAT045: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (DC)
MINTAT046: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (DS)
MINTAT047: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (AS)
MINTAT048: Internet/Online Attitudes: I think people put too much private info about their lives on the Internet (AC)
MINTAT049: Internet/Online Attitudes: The Internet has little impact on my daily life. (DC)
MINTAT050: Internet/Online Attitudes: The Internet has little impact on my daily life. (DS)
MINTAT051: Internet/Online Attitudes: The Internet has little impact on my daily life. (AS)
MINTAT052: Internet/Online Attitudes: The Internet has little impact on my daily life. (AC)
MINTAT053: Internet/Online Attitudes: In general I'd rather shop online than go to a store (DC)
MINTAT054: Internet/Online Attitudes: In general I'd rather shop online than go to a store (DS)
MINTAT055: Internet/Online Attitudes: In general I'd rather shop online than go to a store (AS)
MINTAT056: Internet/Online Attitudes: In general I'd rather shop online than go to a store (AC)

Media Attitudes

MATTMED200: Media Attitudes: A good source of learning TV
MATTMED201: Media Attitudes: A good source of learning Radio
MATTMED202: Media Attitudes: A good source of learning Mobile Internet
MATTMED203: Media Attitudes: A good source of learning Internet on Computer

MATTMED204: Media Attitudes: A good source of learning Magazines
MATTMED205: Media Attitudes: A good source of learning Newspapers
MATTMED206: Media Attitudes: Pure entertainment TV
MATTMED207: Media Attitudes: Pure entertainment Radio
MATTMED208: Media Attitudes: Pure entertainment Mobile Internet
MATTMED209: Media Attitudes: Pure entertainment Internet on Computer
MATTMED210: Media Attitudes: Pure entertainment Magazines
MATTMED211: Media Attitudes: Pure entertainment Newspapers
MATTMED212: Media Attitudes: Makes me think TV
MATTMED213: Media Attitudes: Makes me think Radio
MATTMED214: Media Attitudes: Makes me think Mobile Internet
MATTMED215: Media Attitudes: Makes me think Internet on Computer
MATTMED216: Media Attitudes: Makes me think Magazines
MATTMED217: Media Attitudes: Makes me think Newspapers
MATTMED218: Media Attitudes: Keeps me informed/up to date TV
MATTMED219: Media Attitudes: Keeps me informed/up to date Radio
MATTMED220: Media Attitudes: Keeps me informed/up to date Mobile Internet
MATTMED221: Media Attitudes: Keeps me informed/up to date Internet on Computer
MATTMED222: Media Attitudes: Keeps me informed/up to date Magazines
MATTMED223: Media Attitudes: Keeps me informed/up to date Newspapers
MATTMED224: Media Attitudes: A good escape TV
MATTMED225: Media Attitudes: A good escape Radio
MATTMED226: Media Attitudes: A good escape Mobile Internet
MATTMED227: Media Attitudes: A good escape Internet on Computer
MATTMED228: Media Attitudes: A good escape Magazines
MATTMED229: Media Attitudes: A good escape Newspapers
MATTMED230: Media Attitudes: Relaxes me TV
MATTMED231: Media Attitudes: Relaxes me Radio
MATTMED232: Media Attitudes: Relaxes me Mobile Internet
MATTMED233: Media Attitudes: Relaxes me Internet on Computer
MATTMED234: Media Attitudes: Relaxes me Magazines
MATTMED235: Media Attitudes: Relaxes me Newspapers
MATTMED236: Media Attitudes: Puts me in a good mood TV
MATTMED237: Media Attitudes: Puts me in a good mood Radio
MATTMED238: Media Attitudes: Puts me in a good mood Mobile Internet
MATTMED239: Media Attitudes: Puts me in a good mood Internet on Computer
MATTMED240: Media Attitudes: Puts me in a good mood Magazines
MATTMED241: Media Attitudes: Puts me in a good mood Newspapers
MATTMED242: Media Attitudes: Gives me good ideas TV
MATTMED243: Media Attitudes: Gives me good ideas Radio
MATTMED244: Media Attitudes: Gives me good ideas Mobile Internet
MATTMED245: Media Attitudes: Gives me good ideas Internet on Computer
MATTMED246: Media Attitudes: Gives me good ideas Magazines
MATTMED247: Media Attitudes: Gives me good ideas Newspapers
MATTMED248: Media Attitudes: Keeps me up-to-date with the latest styles and trends TV
MATTMED249: Media Attitudes: Keeps me up-to-date with the latest styles and trends Radio
MATTMED250: Media Attitudes: Keeps me up-to-date with the latest styles and trends Mobile Internet
MATTMED251: Media Attitudes: Keeps me up-to-date with the latest styles and trends Internet on Computer
MATTMED252: Media Attitudes: Keeps me up-to-date with the latest styles and trends Magazines
MATTMED253: Media Attitudes: Keeps me up-to-date with the latest styles and trends Newspapers
MATTMED051: Media Attitude Segments: TV: No Specification
MATTMED052: Media Attitude Segments: TV: Relaxation Only
MATTMED053: Media Attitude Segments: TV: Inspiration Only
MATTMED054: Media Attitude Segments: TV: Information Only
MATTMED055: Media Attitude Segments: TV: Relaxation & Inspiration
MATTMED056: Media Attitude Segments: TV: Relaxation & Information
MATTMED057: Media Attitude Segments: TV: Information & inspiration
MATTMED058: Media Attitude Segments: TV: Three in One
MATTMED059: Media Attitude Segments: Radio: No Specification
MATTMED060: Media Attitude Segments: Radio: Relaxation Only
MATTMED061: Media Attitude Segments: Radio: Inspiration Only
MATTMED062: Media Attitude Segments: Radio: Information Only
MATTMED063: Media Attitude Segments: Radio: Relaxation & Inspiration
MATTMED064: Media Attitude Segments: Radio: Relaxation & Information
MATTMED065: Media Attitude Segments: Radio: Information & inspiration
MATTMED066: Media Attitude Segments: Radio: Three in One
MATTMED067: Media Attitude Segments: Magazines: No Specification
MATTMED068: Media Attitude Segments: Magazines: Relaxation Only
MATTMED069: Media Attitude Segments: Magazines: Inspiration Only
MATTMED070: Media Attitude Segments: Magazines: Information Only
MATTMED071: Media Attitude Segments: Magazines: Relaxation & Inspiration
MATTMED072: Media Attitude Segments: Magazines: Relaxation & Information
MATTMED073: Media Attitude Segments: Magazines: Information & inspiration
MATTMED074: Media Attitude Segments: Magazines: Three in One

MATTMED075: Media Attitude Segments: Newspapers: No Specification
MATTMED076: Media Attitude Segments: Newspapers: Relaxation Only
MATTMED077: Media Attitude Segments: Newspapers: Inspiration Only
MATTMED078: Media Attitude Segments: Newspapers: Information Only
MATTMED079: Media Attitude Segments: Newspapers: Relaxation & Inspiration
MATTMED080: Media Attitude Segments: Newspapers: Relaxation & Information
MATTMED081: Media Attitude Segments: Newspapers: Information & inspiration
MATTMED082: Media Attitude Segments: Newspapers: Three in One
MATTMED083: Media Attitude Segments: Internet: No Specification
MATTMED084: Media Attitude Segments: Internet: Relaxation Only
MATTMED085: Media Attitude Segments: Internet: Inspiration Only
MATTMED086: Media Attitude Segments: Internet: Information Only
MATTMED087: Media Attitude Segments: Internet: Relaxation & Inspiration
MATTMED088: Media Attitude Segments: Internet: Relaxation & Information
MATTMED089: Media Attitude Segments: Internet: Information & inspiration
MATTMED090: Media Attitude Segments: Internet: Three in One
MATTMED091: Media Attitude Segments: Mobile: No Specification
MATTMED092: Media Attitude Segments: Mobile: Relaxation Only
MATTMED093: Media Attitude Segments: Mobile: Inspiration Only
MATTMED094: Media Attitude Segments: Mobile: Information Only
MATTMED095: Media Attitude Segments: Mobile: Relaxation & Inspiration
MATTMED096: Media Attitude Segments: Mobile: Relaxation & Information
MATTMED097: Media Attitude Segments: Mobile: Information & inspiration
MATTMED098: Media Attitude Segments: Mobile: Three in One
MATTMED046: Media Trusted The Most: TV
MATTMED047: Media Trusted The Most: Radio
MATTMED099: Media Trusted The Most: Mobile Internet
MATTMED100: Media Trusted The Most: Internet on Computer
MATTMED048: Media Trusted The Most: Magazines
MATTMED049: Media Trusted The Most: Newspapers

Miscellaneous Attitudes

MATTNCR001: New Car/Truck If Making Decision Today (Make Only): Buick
MATTNCR002: New Car/Truck If Making Decision Today (Make Only): Cadillac
MATTNCR003: New Car/Truck If Making Decision Today (Make Only): Chevrolet
MATTNCR004: New Car/Truck If Making Decision Today (Make Only): Chrysler
MATTNCR005: New Car/Truck If Making Decision Today (Make Only): Dodge
MATTNCR006: New Car/Truck If Making Decision Today (Make Only): Ford
MATTNCR007: New Car/Truck If Making Decision Today (Make Only): GMC
MATTNCR009: New Car/Truck If Making Decision Today (Make Only): Jeep
MATTNCR010: New Car/Truck If Making Decision Today (Make Only): Lincoln
MATTNCR050: New Car/Truck If Making Decision Today (Make Only): Ram
MATTNCR016: New Car/Truck If Making Decision Today (Make Only): Tesla
MATTNCR017: New Car/Truck If Making Decision Today (Make Only): Acura
MATTNCR051: New Car/Truck If Making Decision Today (Make Only): Alfa Romeo
MATTNCR019: New Car/Truck If Making Decision Today (Make Only): Audi
MATTNCR020: New Car/Truck If Making Decision Today (Make Only): Bentley
MATTNCR021: New Car/Truck If Making Decision Today (Make Only): BMW
MATTNCR022: New Car/Truck If Making Decision Today (Make Only): Ferrari
MATTNCR023: New Car/Truck If Making Decision Today (Make Only): Fiat
MATTNCR052: New Car/Truck If Making Decision Today (Make Only): Genesis
MATTNCR024: New Car/Truck If Making Decision Today (Make Only): Honda
MATTNCR025: New Car/Truck If Making Decision Today (Make Only): Hyundai
MATTNCR026: New Car/Truck If Making Decision Today (Make Only): Infiniti
MATTNCR008: New Car/Truck If Making Decision Today (Make Only): Isuzu
MATTNCR028: New Car/Truck If Making Decision Today (Make Only): Jaguar
MATTNCR029: New Car/Truck If Making Decision Today (Make Only): Kia
MATTNCR030: New Car/Truck If Making Decision Today (Make Only): Lamborghini
MATTNCR031: New Car/Truck If Making Decision Today (Make Only): Land Rover
MATTNCR032: New Car/Truck If Making Decision Today (Make Only): Lexus
MATTNCR033: New Car/Truck If Making Decision Today (Make Only): Lotus
MATTNCR034: New Car/Truck If Making Decision Today (Make Only): Maserati
MATTNCR035: New Car/Truck If Making Decision Today (Make Only): Mazda
MATTNCR036: New Car/Truck If Making Decision Today (Make Only): Mercedes
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

Mobile Device Attitudes

MOBATT005: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (DC)
MOBATT006: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (DS)
MOBATT007: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (AS)
MOBATT008: More Mobile Opinions: On my cell phone I prefer to use apps instead of websites (AC)
MOBATT009: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (DC)
MOBATT010: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (DS)
MOBATT011: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (AS)
MOBATT012: More Mobile Opinions: I often use my mobile device inside a store to get info about the products sold there (AC)
MOBATT013: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (DC)
MOBATT014: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (DS)
MOBATT015: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (AS)
MOBATT016: More Mobile Opinions: I often use my mobile device inside a store to help me make purchase decisions (AC)
MOBATT017: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (DC)
MOBATT018: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (DS)
MOBATT019: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (AS)
MOBATT020: More Mobile Opinions: I often use my mobile device inside a store to look for coupons or other offers (AC)
MOBATT021: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (DC)
MOBATT022: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (DS)
MOBATT023: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (AS)
MOBATT024: More Mobile Opinions: I often use my mobile device to compare prices before making a purchase (AC)
MOBATT033: More Mobile Opinions: I rely on my phone for maps and directions. (DC)
MOBATT034: More Mobile Opinions: I rely on my phone for maps and directions. (DS)
MOBATT035: More Mobile Opinions: I rely on my phone for maps and directions. (AS)
MOBATT036: More Mobile Opinions: I rely on my phone for maps and directions. (AC)
MOBATT037: More Mobile Opinions: Checking my phone is the first thing I do in the morning (DC)
MOBATT038: More Mobile Opinions: Checking my phone is the first thing I do in the morning (DS)
MOBATT039: More Mobile Opinions: Checking my phone is the first thing I do in the morning (AS)
MOBATT040: More Mobile Opinions: Checking my phone is the first thing I do in the morning (AC)
MOBATT041: More Mobile Opinions: Im always checking out the app store to see whats new (DC)
MOBATT042: More Mobile Opinions: Im always checking out the app store to see whats new (DS)
MOBATT043: More Mobile Opinions: Im always checking out the app store to see whats new (AS)
MOBATT044: More Mobile Opinions: Im always checking out the app store to see whats new (AC)
MOBATT045: More Mobile Opinions: I text more than I talk on my phone (DC)
MOBATT046: More Mobile Opinions: I text more than I talk on my phone (DS)
MOBATT047: More Mobile Opinions: I text more than I talk on my phone (AS)
MOBATT048: More Mobile Opinions: I text more than I talk on my phone (AC)
MOBATT049: More Mobile Opinions: Apps have made my life so much more convenient (DC)
MOBATT050: More Mobile Opinions: Apps have made my life so much more convenient (DS)
MOBATT051: More Mobile Opinions: Apps have made my life so much more convenient (AS)
MOBATT052: More Mobile Opinions: Apps have made my life so much more convenient (AC)

Political Outlook

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

Public Activities

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

Technology Attitudes

MATTTCH089: Smart Lifer: Smart Lifer
MATTTCH005: Technology Attitudes: Im willing to pay more for top quality electronics. (DC)
MATTTCH006: Technology Attitudes: Im willing to pay more for top quality electronics. (DS)
MATTTCH007: Technology Attitudes: Im willing to pay more for top quality electronics. (AS)
MATTTCH008: Technology Attitudes: Im willing to pay more for top quality electronics. (AC)
MATTTCH021: Technology Attitudes: Computers can be a good source of entertainment. (DC)
MATTTCH022: Technology Attitudes: Computers can be a good source of entertainment. (DS)
MATTTCH023: Technology Attitudes: Computers can be a good source of entertainment. (AS)
MATTTCH024: Technology Attitudes: Computers can be a good source of entertainment. (AC)
MATTTCH029: Technology Attitudes: I enjoy learning about technology or electronic products from others. (DC)
MATTTCH030: Technology Attitudes: I enjoy learning about technology or electronic products from others. (DS)
MATTTCH031: Technology Attitudes: I enjoy learning about technology or electronic products from others. (AS)
MATTTCH032: Technology Attitudes: I enjoy learning about technology or electronic products from others. (AC)
MATTTCH033: Technology Attitudes: Technology helps make my life more organized. (DC)
MATTTCH034: Technology Attitudes: Technology helps make my life more organized. (DS)
MATTTCH035: Technology Attitudes: Technology helps make my life more organized. (AS)
MATTTCH036: Technology Attitudes: Technology helps make my life more organized. (AC)
MATTTCH037: Technology Attitudes: Before buying electronics I do as much research as possible. (DC)
MATTTCH038: Technology Attitudes: Before buying electronics I do as much research as possible. (DS)
MATTTCH039: Technology Attitudes: Before buying electronics I do as much research as possible. (AS)
MATTTCH040: Technology Attitudes: Before buying electronics I do as much research as possible. (AC)

MATTTCH045: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (DC)
MATTTCH046: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (DS)
MATTTCH047: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (AS)
MATTTCH048: Technology Attitudes: When I find a technology or electronics product I like I typically recommend it to people I know. (AC)
MATTTCH049: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (DC)
MATTTCH050: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (DS)
MATTTCH051: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (AS)
MATTTCH052: Technology Attitudes: I am among the first of my friends and colleagues to try new technology products. (AC)
MATTTCH057: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (DC)
MATTTCH058: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (DS)
MATTTCH059: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (AS)
MATTTCH060: Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products. (AC)
MATTTCH061: Technology Attitudes: I like to read reviews before buying technology or electronics. (DC)
MATTTCH062: Technology Attitudes: I like to read reviews before buying technology or electronics. (DS)
MATTTCH063: Technology Attitudes: I like to read reviews before buying technology or electronics. (AS)
MATTTCH064: Technology Attitudes: I like to read reviews before buying technology or electronics. (AC)
MATTTCH065: Technology Attitudes: I want others to say wow when they see my electronics. (DC)
MATTTCH066: Technology Attitudes: I want others to say wow when they see my electronics. (DS)
MATTTCH067: Technology Attitudes: I want others to say wow when they see my electronics. (AS)
MATTTCH068: Technology Attitudes: I want others to say wow when they see my electronics. (AC)
MATTTCH069: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (DC)
MATTTCH070: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (DS)
MATTTCH071: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (AS)
MATTTCH072: Technology Attitudes: If I am to be able to use a new technology product someone has to show me how to use it (AC)
MATTTCH073: Technology Attitudes: I like to have a lot of gadgets (DC)
MATTTCH074: Technology Attitudes: I like to have a lot of gadgets (DS)
MATTTCH075: Technology Attitudes: I like to have a lot of gadgets (AS)
MATTTCH076: Technology Attitudes: I like to have a lot of gadgets (AC)
MATTTCH077: Technology Attitudes: I like to be connected either by phone or Internet at all times (DC)
MATTTCH078: Technology Attitudes: I like to be connected either by phone or Internet at all times (DS)
MATTTCH079: Technology Attitudes: I like to be connected either by phone or Internet at all times (AS)
MATTTCH080: Technology Attitudes: I like to be connected either by phone or Internet at all times (AC)
MATTTCH081: Technology Attitudes: To me its important to always be reachable wherever I am (DC)
MATTTCH082: Technology Attitudes: To me its important to always be reachable wherever I am (DS)
MATTTCH083: Technology Attitudes: To me its important to always be reachable wherever I am (AS)
MATTTCH084: Technology Attitudes: To me its important to always be reachable wherever I am (AC)
MATTTCH094: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (DC)
MATTTCH095: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (DS)
MATTTCH096: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (AS)
MATTTCH097: Technology Attitudes: I worry that Internet-connected smart household products/appliances could invade my privacy (AC)

Television Attitudes

MTVATTS001: More TV Watching: I will often turn to my favorite TV channels just to see whats on (DC)
MTVATTS002: More TV Watching: I will often turn to my favorite TV channels just to see whats on (DS)
MTVATTS003: More TV Watching: I will often turn to my favorite TV channels just to see whats on (AS)
MTVATTS004: More TV Watching: I will often turn to my favorite TV channels just to see whats on (AC)
MTVATTS009: More TV Watching: I turn on TV only to watch my favorite shows (DC)
MTVATTS010: More TV Watching: I turn on TV only to watch my favorite shows (DS)
MTVATTS011: More TV Watching: I turn on TV only to watch my favorite shows (AS)
MTVATTS012: More TV Watching: I turn on TV only to watch my favorite shows (AC)
MTVATTS013: More TV Watching: I subscribe to online streaming TV services just for the original programming (DC)
MTVATTS014: More TV Watching: I subscribe to online streaming TV services just for the original programming (DS)
MTVATTS015: More TV Watching: I subscribe to online streaming TV services just for the original programming (AS)
MTVATTS016: More TV Watching: I subscribe to online streaming TV services just for the original programming (AC)
MTVATTS017: More TV Watching: Subscribing to streaming services is totally worth the money (DC)
MTVATTS018: More TV Watching: Subscribing to streaming services is totally worth the money (DS)
MTVATTS019: More TV Watching: Subscribing to streaming services is totally worth the money (AS)
MTVATTS020: More TV Watching: Subscribing to streaming services is totally worth the money (AC)
MTVATTS029: More TV Watching: I watch more TV now overall than I did one year ago (DC)
MTVATTS030: More TV Watching: I watch more TV now overall than I did one year ago (DS)
MTVATTS031: More TV Watching: I watch more TV now overall than I did one year ago (AS)
MTVATTS032: More TV Watching: I watch more TV now overall than I did one year ago (AC)
MTVATTS037: More TV Watching: TV is more interesting now than ever before (DC)
MTVATTS038: More TV Watching: TV is more interesting now than ever before (DS)
MTVATTS039: More TV Watching: TV is more interesting now than ever before (AS)
MTVATTS040: More TV Watching: TV is more interesting now than ever before (AC)
MTVATTS053: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (DC)
MTVATTS054: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (DS)
MTVATTS055: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (AS)
MTVATTS056: More TV Watching: Binge watching episodes of a TV program is a great way to watch a series (AC)
MTVATTS065: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (DC)
MTVATTS066: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (DS)
MTVATTS067: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (AS)
MTVATTS068: More TV Watching: I would consider dropping cable if I could view my favorite programs online for less money (AC)
MTVATTS077: More TV Watching: I often talk about TV shows with my friends (DC)
MTVATTS078: More TV Watching: I often talk about TV shows with my friends (DS)
MTVATTS079: More TV Watching: I often talk about TV shows with my friends (AS)
MTVATTS080: More TV Watching: I often talk about TV shows with my friends (AC)
MTVATTS081: More TV Watching: I like watching shows that everyones talking about (DC)
MTVATTS082: More TV Watching: I like watching shows that everyones talking about (DS)
MTVATTS083: More TV Watching: I like watching shows that everyones talking about (AS)
MTVATTS084: More TV Watching: I like watching shows that everyones talking about (AC)
MTVATTS085: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (DC)
MTVATTS086: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (DS)
MTVATTS087: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (AS)
MTVATTS088: More TV Watching: Its important for me to watch TV programs when they first air so I dont accidentally hear any spoilers (AC)

MTVATTS089: More TV Watching: Im more likely to buy products or services advertised on networks I like (DC)
MTVATTS090: More TV Watching: Im more likely to buy products or services advertised on networks I like (DS)
MTVATTS091: More TV Watching: Im more likely to buy products or services advertised on networks I like (AS)
MTVATTS092: More TV Watching: Im more likely to buy products or services advertised on networks I like (AC)
MTVATTS093: More TV Watching: I pay more attention to commercials on networks I like (DC)
MTVATTS094: More TV Watching: I pay more attention to commercials on networks I like (DS)
MTVATTS095: More TV Watching: I pay more attention to commercials on networks I like (AS)
MTVATTS096: More TV Watching: I pay more attention to commercials on networks I like (AC)
MTVATTS097: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (DC)
MTVATTS098: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (DS)
MTVATTS099: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (AS)
MTVATTS100: More TV Watching: I often feel like Im overwhelmed with choice when it comes to watching TV (AC)
MTVATTS101: More TV Watching: My family often watches different programs on different screens but in the same room (DC)
MTVATTS102: More TV Watching: My family often watches different programs on different screens but in the same room (DS)
MTVATTS103: More TV Watching: My family often watches different programs on different screens but in the same room (AS)
MTVATTS104: More TV Watching: My family often watches different programs on different screens but in the same room (AC)
MTVATTS105: More TV Watching: I like watching TV together with my friends and family (DC)
MTVATTS106: More TV Watching: I like watching TV together with my friends and family (DS)
MTVATTS107: More TV Watching: I like watching TV together with my friends and family (AS)
MTVATTS108: More TV Watching: I like watching TV together with my friends and family (AC)
MTVATTS109: Watching TV - How Often Watched: On a TV: More often than last year
MTVATTS110: Watching TV - How Often Watched: On a TV: Same amount as last year
MTVATTS111: Watching TV - How Often Watched: On a TV: Less often than last year
MTVATTS112: Watching TV - How Often Watched: On a TV: Dont watch this way
MTVATTS117: Watching TV - How Often Watched: On a laptop computer: More often than last year
MTVATTS118: Watching TV - How Often Watched: On a laptop computer: Same amount as last year
MTVATTS119: Watching TV - How Often Watched: On a laptop computer: Less often than last year
MTVATTS120: Watching TV - How Often Watched: On a laptop computer: Dont watch this way
MTVATTS121: Watching TV - How Often Watched: On a tablet: More often than last year
MTVATTS122: Watching TV - How Often Watched: On a tablet: Same amount as last year
MTVATTS123: Watching TV - How Often Watched: On a tablet: Less often than last year
MTVATTS124: Watching TV - How Often Watched: On a tablet: Dont watch this way
MTVATTS125: Watching TV - How Often Watched: On a smartphone: More often than last year
MTVATTS126: Watching TV - How Often Watched: On a smartphone: Same amount as last year
MTVATTS127: Watching TV - How Often Watched: On a smartphone: Less often than last year
MTVATTS128: Watching TV - How Often Watched: On a smartphone: Dont watch this way
MTVATTS129: Watching TV - How Often Watched: At the time of airing (live): More often than last year
MTVATTS130: Watching TV - How Often Watched: At the time of airing (live): Same amount as last year
MTVATTS131: Watching TV - How Often Watched: At the time of airing (live): Less often than last year
MTVATTS132: Watching TV - How Often Watched: At the time of airing (live): Dont watch this way
MTVATTS133: Watching TV - How Often Watched: Using a DVR: More often than last year
MTVATTS134: Watching TV - How Often Watched: Using a DVR: Same amount as last year
MTVATTS135: Watching TV - How Often Watched: Using a DVR: Less often than last year
MTVATTS136: Watching TV - How Often Watched: Using a DVR: Dont watch this way

MTVATTS137: Watching TV - How Often Watched: Using VOD (Video-On-Demand): More often than last year
MTVATTS138: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Same amount as last year
MTVATTS139: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Less often than last year
MTVATTS140: Watching TV - How Often Watched: Using VOD (Video-On-Demand): Dont watch this way
MTVATTS141: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): More often than last year
MTVATTS142: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Same amount as last year
MTVATTS143: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Less often than last year
MTVATTS144: Watching TV - How Often Watched: Binge-watching (3 or more episodes in a sitting): Dont watch this way
MTVATTS145: Watching TV - How Often Watched: Through my TV service providers website: More often than last year
MTVATTS146: Watching TV - How Often Watched: Through my TV service providers website: Same amount as last year
MTVATTS147: Watching TV - How Often Watched: Through my TV service providers website: Less often than last year
MTVATTS148: Watching TV - How Often Watched: Through my TV service providers website: Dont watch this way
MTVATTS149: Watching TV - How Often Watched: Through my TV service providers app: More often than last year
MTVATTS150: Watching TV - How Often Watched: Through my TV service providers app: Same amount as last year
MTVATTS151: Watching TV - How Often Watched: Through my TV service providers app: Less often than last year
MTVATTS152: Watching TV - How Often Watched: Through my TV service providers app: Dont watch this way
MTVATTS153: Watching TV - How Often Watched: Through a TV networks website: More often than last year
MTVATTS154: Watching TV - How Often Watched: Through a TV networks website: Same amount as last year
MTVATTS155: Watching TV - How Often Watched: Through a TV networks website: Less often than last year
MTVATTS156: Watching TV - How Often Watched: Through a TV networks website: Dont watch this way
MTVATTS157: Watching TV - How Often Watched: Through a TV networks app: More often than last year
MTVATTS158: Watching TV - How Often Watched: Through a TV networks app: Same amount as last year
MTVATTS159: Watching TV - How Often Watched: Through a TV networks app: Less often than last year
MTVATTS160: Watching TV - How Often Watched: Through a TV networks app: Dont watch this way
MTVATTS161: Watching TV - How Often Watched: Through another online streaming TV service: More often than last year
MTVATTS162: Watching TV - How Often Watched: Through another online streaming TV service: Same amount as last year
MTVATTS163: Watching TV - How Often Watched: Through another online streaming TV service: Less often than last year
MTVATTS164: Watching TV - How Often Watched: Through another online streaming TV service: Dont watch this way
MTVATTS165: Watching TV - How Prefer To Watch: Screen size: (Not Imp at all)
MTVATTS169: Watching TV - How Prefer To Watch: Little/no commercials: (Not Imp at all)
MTVATTS173: Watching TV - How Prefer To Watch: Watching on the go: (Not Imp at all)
MTVATTS177: Watching TV - How Prefer To Watch: Watching whenever I want: (Not Imp at all)
MTVATTS181: Watching TV - How Prefer To Watch: Easy access/log-in: (Not Imp at all)
MTVATTS189: Watching TV - How Prefer To Watch: Watching with others: (Not Imp at all)
MTVATTS193: Watching TV - How Prefer To Watch: Binge-watching: (Not Imp at all)
MTVATTS201: Watching TV - How Prefer To Watch: Wide variety of programs: (Not Imp at all)
MTVATTS205: Watching TV - How Prefer To Watch: Access to older episodes or seasons of a show: (Not Imp at all)
MTVATTS209: Watching TV - How Prefer To Watch: Access to series no longer on the air: (Not Imp at all)
MTVATTS213: Watching TV - How Prefer To Watch: Watching an episode live when it first airs: (Not Imp at all)
MTVATTS217: Watching TV - How Prefer To Watch: Talking about shows with my friends: (Not Imp at all)
MTVATTS221: Watching TV - Learn About New Programs: Family and friends (via social networking posts/blogs)
MTVATTS222: Watching TV - Learn About New Programs: Family and friends (other ways/word of mouth)

MTVATTS223: Watching TV - Learn About New Programs: Liking or following a networks social networking site
MTVATTS224: Watching TV - Learn About New Programs: Reading or watching reviews
MTVATTS225: Watching TV - Learn About New Programs: Channel-surfing
MTVATTS226: Watching TV - Learn About New Programs: Advertising/promotions
MTVATTS227: Watching TV - Learn About New Programs: TV service providers website/app
MTVATTS228: Watching TV - Learn About New Programs: TV networks website/app
MTVATTS229: Watching TV - Learn About New Programs: Recommendations from a streaming services website/app

Social Networking Attitudes

MATTSOC001: Social Media - How Important To You: Keep in touch with family/friends: (Not at all Imp)
MATTSOC005: Social Media - How Important To You: Reconnect with people from my past: (Not at all Imp)
MATTSOC009: Social Media - How Important To You: Meet new friends: (Not at all Imp)
MATTSOC013: Social Media - How Important To You: Follow the activities of my friends and family: (Not at all Imp)
MATTSOC017: Social Media - How Important To You: Find out about products and services: (Not at all Imp)
MATTSOC021: Social Media - How Important To You: Rate or review a product or service: (Not at all Imp)
MATTSOC061: Social Media - How Important To You: Share my opinions and beliefs: (Not at all Imp)
MATTSOC065: Social Media - How Important To You: Influence others: (Not at all Imp)
MATTSOC025: Social Media - How Important To You: Meet or network with professional contacts: (Not at all Imp)
MATTSOC029: Social Media - How Important To You: Find people who have interests similar to me: (Not at all Imp)
MATTSOC033: Social Media - How Important To You: Find info about news or other current events: (Not at all Imp)
MATTSOC037: Social Media - How Important To You: Find info about a movie TV station or show: (Not at all Imp)
MATTSOC041: Social Media - How Important To You: Find local info: (Not at all Imp)
MATTSOC045: Social Media - How Important To You: Play games: (Not at all Imp)
MATTSOC049: Social Media - How Important To You: To show support for my favorite companies or brands: (Not at all Imp)
MATTSOC053: Social Media - How Important To You: To receive exclusive offers coupons or other discounts: (Not at all Imp)
MATTSOC057: Social Media - How Important To You: To gain access to VIP or Members-Only events: (Not at all Imp)
MATTSOC069: Social Media - Visited Or Used: Yes

Vacation Travel

MATTVAC001: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (DC)
MATTVAC002: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (DS)
MATTVAC003: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (AS)
MATTVAC004: Vacation Travel Attitudes: On my vacations I prefer traveling to places Ive never been. (AC)
MATTVAC005: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (DC)
MATTVAC006: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (DS)
MATTVAC007: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (AS)
MATTVAC008: Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel. (AC)
MATTVAC009: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (DC)
MATTVAC010: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (DS)
MATTVAC011: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (AS)
MATTVAC012: Vacation Travel Attitudes: Travel/hotel discounts have a strong influence on where I choose to travel and stay. (AC)
MATTVAC017: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (DC)
MATTVAC018: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (DS)

MATTVAC019: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (AS)
MATTVAC020: Vacation Travel Attitudes: In general price is more important to me than convenience when making travel plans (AC)
MATTVAC021: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (DC)
MATTVAC022: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (DS)
MATTVAC023: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (AS)
MATTVAC024: Vacation Travel Attitudes: Id rather book a trip over the Internet than meet with a travel agent. (AC)
MATTVAC025: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (DC)
MATTVAC026: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (DS)
MATTVAC027: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (AS)
MATTVAC028: Vacation Travel Attitudes: Packaged deals are great because I dont have to plan out the details too much. (AC)
MATTVAC029: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (DC)
MATTVAC030: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (DS)
MATTVAC031: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (AS)
MATTVAC032: Vacation Travel Attitudes: I love doing research on a location before I go on vacation. (AC)
MATTVAC041: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (DC)
MATTVAC042: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (DS)
MATTVAC043: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (AS)
MATTVAC044: Vacation Travel Attitudes: I frequently choose active vacations with lots to do. (AC)
MATTVAC045: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (DC)
MATTVAC046: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (DS)
MATTVAC047: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (AS)
MATTVAC048: Vacation Travel Attitudes: Its worth it to me to pay more for high quality hotel accommodations (AC)
MATTVAC057: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (DC)
MATTVAC058: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (DS)
MATTVAC059: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (AS)
MATTVAC060: Vacation Travel Attitudes: When I find a vacation spot I like I go back whenever I can. (AC)
MATTVAC061: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (DC)
MATTVAC062: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (DS)
MATTVAC063: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (AS)
MATTVAC064: Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline. (AC)
MATTVAC065: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (DC)
MATTVAC066: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (DS)
MATTVAC067: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (AS)
MATTVAC068: Vacation Travel Attitudes: The best vacation is restful without too much physical exercise. (AC)
MATTVAC073: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (DC)
MATTVAC074: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (DS)
MATTVAC075: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (AS)
MATTVAC076: Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel. (AC)
MATTVAC077: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (DC)

MATTVAC078: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (DS)
MATTVAC079: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (AS)
MATTVAC080: Vacation Travel Attitudes: Id rather travel in the U.S. than to a foreign location. (AC)
MATTVAC085: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (DC)
MATTVAC086: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (DS)
MATTVAC087: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (AS)
MATTVAC088: Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel. (AC)
MATTVAC089: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (DC)
MATTVAC090: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (DS)
MATTVAC091: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (AS)
MATTVAC092: Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain (AC)
MATTVAC093: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (DC)
MATTVAC094: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (DS)
MATTVAC095: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (AS)
MATTVAC096: Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures. (AC)
MATTVAC097: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (DC)
MATTVAC098: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (DS)
MATTVAC099: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (AS)
MATTVAC100: Vacation Travel Attitudes: Id rather take a few weekend vacations than one long vacation. (AC)
MATTVAC101: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (DC)
MATTVAC102: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (DS)
MATTVAC103: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (AS)
MATTVAC104: Vacation Travel Attitudes: I prefer guided tours to traveling independently. (AC)
MATTVAC105: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (DC)
MATTVAC106: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (DS)
MATTVAC107: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (AS)
MATTVAC108: Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself. (AC)

Intentions Next Year

MATTYI004: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Not At All Likely)
MATTYI003: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Not Very Likely)
MATTYI002: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Somewhat Likely)
MATTYI001: Your Intentions - How Likely In The Next 12 Months: Buy your first house/residence (Very Likely)
MATTYI012: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Not At All Likely)
MATTYI007: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Not Very Likely)
MATTYI006: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Somewhat Likely)
MATTYI005: Your Intentions - How Likely In The Next 12 Months: Buy a second house/or vacation home (Very Likely)
MATTYI012: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Not At All Likely)
MATTYI011: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Not Very Likely)

MATTYI010: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Somewhat Likely)
MATTYI009: Your Intentions - How Likely In The Next 12 Months: Sell your house/residence (Very Likely)
MATTYI016: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Not At All Likely)
MATTYI015: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Not Very Likely)
MATTYI014: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Somewhat Likely)
MATTYI013: Your Intentions - How Likely In The Next 12 Months: Take out a 2nd Mortgage or Equity Loan (Very Likely)
MATTYI020: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Not At All Likely)
MATTYI019: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Not Very Likely)
MATTYI018: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Somewhat Likely)
MATTYI017: Your Intentions - How Likely In The Next 12 Months: Remodel Kitchen (Very Likely)
MATTYI024: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Not At All Likely)
MATTYI023: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Not Very Likely)
MATTYI022: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Somewhat Likely)
MATTYI021: Your Intentions - How Likely In The Next 12 Months: Remodel Bathroom (Very Likely)
MATTYI028: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Not At All Likely)
MATTYI027: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Not Very Likely)
MATTYI026: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Somewhat Likely)
MATTYI025: Your Intentions - How Likely In The Next 12 Months: Convert room to home office (Very Likely)
MATTYI032: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Not At All Likely)
MATTYI031: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Not Very Likely)
MATTYI030: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Somewhat Likely)
MATTYI029: Your Intentions - How Likely In The Next 12 Months: Add rooms - Exterior Additions (Very Likely)
MATTYI036: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Not At All Likely)
MATTYI035: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Not Very Likely)
MATTYI034: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Somewhat Likely)
MATTYI033: Your Intentions - How Likely In The Next 12 Months: Other remodel your home (Very Likely)
MATTYI040: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Not At All Likely)
MATTYI039: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Not Very Likely)
MATTYI038: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Somewhat Likely)
MATTYI037: Your Intentions - How Likely In The Next 12 Months: Homeowner or personal property (Very Likely)
MATTYI044: Your Intentions - How Likely In The Next 12 Months: Life insurance (Not At All Likely)
MATTYI043: Your Intentions - How Likely In The Next 12 Months: Life insurance (Not Very Likely)
MATTYI042: Your Intentions - How Likely In The Next 12 Months: Life insurance (Somewhat Likely)
MATTYI041: Your Intentions - How Likely In The Next 12 Months: Life insurance (Very Likely)
MATTYI048: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Not At All Likely)
MATTYI047: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Not Very Likely)
MATTYI046: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Somewhat Likely)
MATTYI045: Your Intentions - How Likely In The Next 12 Months: Auto Insurance (Very Likely)
MATTYI052: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Not At All Likely)

MATTYI051: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Not Very Likely)
MATTYI050: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Somewhat Likely)
MATTYI049: Your Intentions - How Likely In The Next 12 Months: Invest in stocks bonds or mutual funds (Very Likely)
MATTYI056: Your Intentions - How Likely In The Next 12 Months: Hawaii (Not At All Likely)
MATTYI055: Your Intentions - How Likely In The Next 12 Months: Hawaii (Not Very Likely)
MATTYI054: Your Intentions - How Likely In The Next 12 Months: Hawaii (Somewhat Likely)
MATTYI053: Your Intentions - How Likely In The Next 12 Months: Hawaii (Very Likely)
MATTYI060: Your Intentions - How Likely In The Next 12 Months: Florida (Not At All Likely)
MATTYI059: Your Intentions - How Likely In The Next 12 Months: Florida (Not Very Likely)
MATTYI058: Your Intentions - How Likely In The Next 12 Months: Florida (Somewhat Likely)
MATTYI057: Your Intentions - How Likely In The Next 12 Months: Florida (Very Likely)
MATTYI064: Your Intentions - How Likely In The Next 12 Months: Theme Park (Not At All Likely)
MATTYI063: Your Intentions - How Likely In The Next 12 Months: Theme Park (Not Very Likely)
MATTYI062: Your Intentions - How Likely In The Next 12 Months: Theme Park (Somewhat Likely)
MATTYI061: Your Intentions - How Likely In The Next 12 Months: Theme Park (Very Likely)
MATTYI068: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Not At All Likely)
MATTYI067: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Not Very Likely)
MATTYI066: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Somewhat Likely)
MATTYI065: Your Intentions - How Likely In The Next 12 Months: Other travel vacation within the U.S (Very Likely)
MATTYI072: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Not At All Likely)
MATTYI071: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Not Very Likely)
MATTYI070: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Somewhat Likely)
MATTYI069: Your Intentions - How Likely In The Next 12 Months: Cruise: (for more than 1 day) (Very Likely)
MATTYI076: Your Intentions - How Likely In The Next 12 Months: Europe (Not At All Likely)
MATTYI075: Your Intentions - How Likely In The Next 12 Months: Europe (Not Very Likely)
MATTYI074: Your Intentions - How Likely In The Next 12 Months: Europe (Somewhat Likely)
MATTYI073: Your Intentions - How Likely In The Next 12 Months: Europe (Very Likely)
MATTYI080: Your Intentions - How Likely In The Next 12 Months: Caribbean (Not At All Likely)
MATTYI079: Your Intentions - How Likely In The Next 12 Months: Caribbean (Not Very Likely)
MATTYI078: Your Intentions - How Likely In The Next 12 Months: Caribbean (Somewhat Likely)
MATTYI077: Your Intentions - How Likely In The Next 12 Months: Caribbean (Very Likely)
MATTYI084: Your Intentions - How Likely In The Next 12 Months: Mexico (Not At All Likely)
MATTYI083: Your Intentions - How Likely In The Next 12 Months: Mexico (Not Very Likely)
MATTYI082: Your Intentions - How Likely In The Next 12 Months: Mexico (Somewhat Likely)
MATTYI081: Your Intentions - How Likely In The Next 12 Months: Mexico (Very Likely)
MATTYI088: Your Intentions - How Likely In The Next 12 Months: South America (Not At All Likely)
MATTYI087: Your Intentions - How Likely In The Next 12 Months: South America (Not Very Likely)
MATTYI086: Your Intentions - How Likely In The Next 12 Months: South America (Somewhat Likely)
MATTYI085: Your Intentions - How Likely In The Next 12 Months: South America (Very Likely)
MATTYI092: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Not At All Likely)
MATTYI091: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Not Very Likely)
MATTYI090: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Somewhat Likely)
MATTYI089: Your Intentions - How Likely In The Next 12 Months: Other travel vacation abroad (Very Likely)

MATTY1096: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Not At All Likely)
MATTY1095: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Not Very Likely)
MATTY1094: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Somewhat Likely)
MATTY1093: Your Intentions - How Likely In The Next 12 Months: Buy a new vehicle (Very Likely)
MATTY1100: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Not At All Likely)
MATTY1099: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Not Very Likely)
MATTY1098: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Somewhat Likely)
MATTY1097: Your Intentions - How Likely In The Next 12 Months: Buy a used or pre-owned vehicle (Very Likely)
MATTY1104: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Not At All Likely)
MATTY1103: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Not Very Likely)
MATTY1102: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Somewhat Likely)
MATTY1101: Your Intentions - How Likely In The Next 12 Months: Lease a vehicle (Very Likely)
MATTY1108: Your Intentions - How Likely In The Next 12 Months: 2-door car (Not At All Likely)
MATTY1107: Your Intentions - How Likely In The Next 12 Months: 2-door car (Not Very Likely)
MATTY1106: Your Intentions - How Likely In The Next 12 Months: 2-door car (Somewhat Likely)
MATTY1105: Your Intentions - How Likely In The Next 12 Months: 2-door car (Very Likely)
MATTY1112: Your Intentions - How Likely In The Next 12 Months: 4-door car (Not At All Likely)
MATTY1111: Your Intentions - How Likely In The Next 12 Months: 4-door car (Not Very Likely)
MATTY1110: Your Intentions - How Likely In The Next 12 Months: 4-door car (Somewhat Likely)
MATTY1109: Your Intentions - How Likely In The Next 12 Months: 4-door car (Very Likely)
MATTY1116: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Not At All Likely)
MATTY1115: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Not Very Likely)
MATTY1114: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Somewhat Likely)
MATTY1113: Your Intentions - How Likely In The Next 12 Months: Van/Mini-van (Very Likely)
MATTY1120: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Not At All Likely)
MATTY1119: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Not Very Likely)
MATTY1118: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Somewhat Likely)
MATTY1117: Your Intentions - How Likely In The Next 12 Months: Motorcycle (Very Likely)
MATTY1124: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Not At All Likely)
MATTY1123: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Not Very Likely)
MATTY1122: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Somewhat Likely)
MATTY1121: Your Intentions - How Likely In The Next 12 Months: Sport Utility Vehicle (Very Likely)
MATTY1128: Your Intentions - How Likely In The Next 12 Months: Truck (Not At All Likely)
MATTY1127: Your Intentions - How Likely In The Next 12 Months: Truck (Not Very Likely)
MATTY1126: Your Intentions - How Likely In The Next 12 Months: Truck (Somewhat Likely)
MATTY1125: Your Intentions - How Likely In The Next 12 Months: Truck (Very Likely)
MATTY1132: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Not At All Likely)
MATTY1131: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Not Very Likely)
MATTY1130: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Somewhat Likely)
MATTY1129: Your Intentions - How Likely In The Next 12 Months: Hybrid/Alternative Fuel Vehicle (Very Likely)
MATTY1140: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Not At All Likely)
MATTY1139: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Not Very Likely)

MATTY1138: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Somewhat Likely)
MATTY1137: Your Intentions - How Likely In The Next 12 Months: Tablet (e.g. Apple iPad) (Very Likely)
MATTY1225: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Not At All Likely)
MATTY1226: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Not Very Likely)
MATTY1227: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Somewhat Likely)
MATTY1228: Your Intentions - How Likely In The Next 12 Months: Smartwatch (Very Likely)
MATTY1144: Your Intentions - How Likely In The Next 12 Months: Home theater system (Not At All Likely)
MATTY1143: Your Intentions - How Likely In The Next 12 Months: Home theater system (Not Very Likely)
MATTY1142: Your Intentions - How Likely In The Next 12 Months: Home theater system (Somewhat Likely)
MATTY1141: Your Intentions - How Likely In The Next 12 Months: Home theater system (Very Likely)
MATTY1148: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Not At All Likely)
MATTY1147: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Not Very Likely)
MATTY1146: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Somewhat Likely)
MATTY1145: Your Intentions - How Likely In The Next 12 Months: Large flat screen/HDTV (27 - 42) (Very Likely)
MATTY1152: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Not At All Likely)
MATTY1151: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Not Very Likely)
MATTY1150: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Somewhat Likely)
MATTY1149: Your Intentions - How Likely In The Next 12 Months: Giant flat screen/HDTV (43 or more) (Very Likely)
MATTY1160: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Not At All Likely)
MATTY1159: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Not Very Likely)
MATTY1158: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Somewhat Likely)
MATTY1157: Your Intentions - How Likely In The Next 12 Months: Digital video camera/Digital camera (Very Likely)
MATTY1164: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Not At All Likely)
MATTY1163: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Not Very Likely)
MATTY1162: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Somewhat Likely)
MATTY1161: Your Intentions - How Likely In The Next 12 Months: Desktop computer (Very Likely)
MATTY1168: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Not At All Likely)
MATTY1167: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Not Very Likely)
MATTY1166: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Somewhat Likely)
MATTY1165: Your Intentions - How Likely In The Next 12 Months: Laptop computer (Very Likely)
MATTY1172: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Not At All Likely)
MATTY1171: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Not Very Likely)
MATTY1170: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Somewhat Likely)
MATTY1169: Your Intentions - How Likely In The Next 12 Months: Satellite Radio (Very Likely)
MATTY1176: Your Intentions - How Likely In The Next 12 Months: Smartphone (Not At All Likely)
MATTY1175: Your Intentions - How Likely In The Next 12 Months: Smartphone (Not Very Likely)
MATTY1174: Your Intentions - How Likely In The Next 12 Months: Smartphone (Somewhat Likely)
MATTY1173: Your Intentions - How Likely In The Next 12 Months: Smartphone (Very Likely)
MATTY1229: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Not At All Likely)

MATTYI230: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Not Very Likely)
MATTYI231: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Somewhat Likely)
MATTYI232: Your Intentions - How Likely In The Next 12 Months: Smart Speaker (e.g. Amazon Echo) (Very Likely)
MATTYI233: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Not At All Likely)
MATTYI234: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Not Very Likely)
MATTYI235: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Somewhat Likely)
MATTYI236: Your Intentions - How Likely In The Next 12 Months: SmartHome hub (Very Likely)
MATTYI180: Your Intentions - How Likely In The Next 12 Months: Get engaged (Not At All Likely)
MATTYI179: Your Intentions - How Likely In The Next 12 Months: Get engaged (Not Very Likely)
MATTYI178: Your Intentions - How Likely In The Next 12 Months: Get engaged (Somewhat Likely)
MATTYI177: Your Intentions - How Likely In The Next 12 Months: Get engaged (Very Likely)
MATTYI184: Your Intentions - How Likely In The Next 12 Months: Become a parent (Not At All Likely)
MATTYI183: Your Intentions - How Likely In The Next 12 Months: Become a parent (Not Very Likely)
MATTYI182: Your Intentions - How Likely In The Next 12 Months: Become a parent (Somewhat Likely)
MATTYI181: Your Intentions - How Likely In The Next 12 Months: Become a parent (Very Likely)
MATTYI188: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Not At All Likely)
MATTYI187: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Not Very Likely)
MATTYI186: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Somewhat Likely)
MATTYI185: Your Intentions - How Likely In The Next 12 Months: Become a grandparent (Very Likely)
MATTYI192: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Not At All Likely)
MATTYI191: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Not Very Likely)
MATTYI190: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Somewhat Likely)
MATTYI189: Your Intentions - How Likely In The Next 12 Months: Have a child go away to college (Very Likely)
MATTYI196: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Not At All Likely)
MATTYI195: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Not Very Likely)
MATTYI194: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Somewhat Likely)
MATTYI193: Your Intentions - How Likely In The Next 12 Months: Have a child graduate from college (Very Likely)
MATTYI200: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Not At All Likely)
MATTYI199: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Not Very Likely)
MATTYI198: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Somewhat Likely)
MATTYI197: Your Intentions - How Likely In The Next 12 Months: Have a child get married (Very Likely)
MATTYI204: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Not At All Likely)
MATTYI203: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Not Very Likely)
MATTYI202: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Somewhat Likely)
MATTYI201: Your Intentions - How Likely In The Next 12 Months: Retire from full-time work (Very Likely)
MATTYI208: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Not At All Likely)
MATTYI207: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Not Very Likely)
MATTYI206: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Somewhat Likely)
MATTYI205: Your Intentions - How Likely In The Next 12 Months: Rollover from pension/IRA/401(k) (Very Likely)

MATTYI212: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Not At All Likely)
MATTYI211: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Not Very Likely)
MATTYI210: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Somewhat Likely)
MATTYI209: Your Intentions - How Likely In The Next 12 Months: Collect lump-sum from pension/IRA/401k (Very Likely)
MATTYI216: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Not At All Likely)
MATTYI215: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Not Very Likely)
MATTYI214: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Somewhat Likely)
MATTYI213: Your Intentions - How Likely In The Next 12 Months: Start or buy a new business (Very Likely)
MATTYI237: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Not At All Likely)
MATTYI238: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Not Very Likely)
MATTYI239: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Somewhat Likely)
MATTYI240: Your Intentions - How Likely In The Next 12 Months: Start or return to school (Very Likely)
MATTYI220: Your Intentions - How Likely In The Next 12 Months: Change jobs (Not At All Likely)
MATTYI219: Your Intentions - How Likely In The Next 12 Months: Change jobs (Not Very Likely)
MATTYI218: Your Intentions - How Likely In The Next 12 Months: Change jobs (Somewhat Likely)
MATTYI217: Your Intentions - How Likely In The Next 12 Months: Change jobs (Very Likely)
MATTYI224: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Not At All Likely)
MATTYI223: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Not Very Likely)
MATTYI222: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Somewhat Likely)
MATTYI221: Your Intentions - How Likely In The Next 12 Months: Get a dog or cat (Very Likely)

Shopping

Appliance/Hardware/Electronics

MSHPAHE001: Appliance Hardware & Electronics Stores: Ace Hardware last year
MSHPAHE002: Appliance Hardware & Electronics Stores: Harbor Freight Tools last year
MSHPAHE003: Appliance Hardware & Electronics Stores: Home Depot last year
MSHPAHE004: Appliance Hardware & Electronics Stores: Lowes last year
MSHPAHE013: Appliance Hardware & Electronics Stores: Menards last year
MSHPAHE006: Appliance Hardware & Electronics Stores: Sherwin-Williams last year
MSHPAHE007: Appliance Hardware & Electronics Stores: Tractor Supply Company last year
MSHPAHE008: Appliance Hardware & Electronics Stores: True Value last year
MSHPAHE009: Appliance Hardware & Electronics Stores: Apple Store last year
MSHPAHE010: Appliance Hardware & Electronics Stores: Best Buy last year
MSHPAHE011: Appliance Hardware & Electronics Stores: RadioShack last year
MSHPAHE012: Appliance Hardware & Electronics Stores: RAC Rent-A-Center last year

Catalog/Internet/Phone/Mail Shopping

MSPHINT033: Internet And Catalog Shopping: 1800flowers.com
MSPHINT034: Internet And Catalog Shopping: Amazon.com
MSPHINT035: Internet And Catalog Shopping: American Eagle Outfitters (ae.com)
MSPHINT176: Internet And Catalog Shopping: Apple.com
MSPHINT036: Internet And Catalog Shopping: BananaRepublic.com
MSPHINT037: Internet And Catalog Shopping: Barnes&Noble.com
MSPHINT038: Internet And Catalog Shopping: BathandBodyWorks.com
MSPHINT039: Internet And Catalog Shopping: BedBathandBeyond.com
MSPHINT041: Internet And Catalog Shopping: BestBuy.com
MSPHINT042: Internet And Catalog Shopping: Costco.com
MSPHINT043: Internet And Catalog Shopping: CVS.com
MSPHINT044: Internet And Catalog Shopping: Dell.com
MSPHINT178: Internet And Catalog Shopping: Disney (shopDisney.com)
MSPHINT047: Internet And Catalog Shopping: eBay.com

MSHPINT048: Internet And Catalog Shopping: EdibleArrangements.com
MSHPINT049: Internet And Catalog Shopping: Etsy.com
MSHPINT050: Internet And Catalog Shopping: Expedia.com
MSHPINT051: Internet And Catalog Shopping: Fandango.co
MSHPINT053: Internet And Catalog Shopping: Gap.com
MSHPINT054: Internet And Catalog Shopping: HomeDepot.com
MSHPINT055: Internet And Catalog Shopping: Hotels.com
MSHPINT056: Internet And Catalog Shopping: LiveNation.com
MSHPINT058: Internet And Catalog Shopping: iTunes.com (Apple Store)
MSHPINT059: Internet And Catalog Shopping: Joann.com
MSHPINT061: Internet And Catalog Shopping: Kohls.com
MSHPINT062: Internet And Catalog Shopping: LiveNation.com
MSHPINT063: Internet And Catalog Shopping: Lowes.com
MSHPINT064: Internet And Catalog Shopping: Michaels.com
MSHPINT182: Internet And Catalog Shopping: Nike.com
MSHPINT065: Internet And Catalog Shopping: OldNavy.com
MSHPINT066: Internet And Catalog Shopping: Orbitz.com
MSHPINT067: Internet And Catalog Shopping: Overstock.com
MSHPINT070: Internet And Catalog Shopping: PetSmart.com
MSHPINT071: Internet And Catalog Shopping: Priceline.com
MSHPINT072: Internet And Catalog Shopping: SamsClub.com
MSHPINT073: Internet And Catalog Shopping: Sears.com
MSHPINT074: Internet And Catalog Shopping: Sephora.com
MSHPINT075: Internet And Catalog Shopping: StubHub.com
MSHPINT185: Internet And Catalog Shopping: TJMaxx.com
MSHPINT076: Internet And Catalog Shopping: Target.com
MSHPINT077: Internet And Catalog Shopping: Ticketmaster.com
MSHPINT079: Internet And Catalog Shopping: Travelocity.com
MSHPINT080: Internet And Catalog Shopping: Walgreens.com
MSHPINT081: Internet And Catalog Shopping: Walmart.com
MSHPINT186: Internet And Catalog Shopping: Wayfair.com
MSHPINT082: Internet And Catalog Shopping: Zappos.com
MSHPINT187: Internet And Catalog Shopping: Zulily.com
MSHPINT084: Internet And Catalog Shopping: Other Internet site
MSHPINT007: Internet And Catalog Shopping: personally ordered from 1800PetMeds
MSHPINT008: Internet And Catalog Shopping: personally ordered from Avon
MSHPINT010: Internet And Catalog Shopping: personally ordered from Crate & Barrel
MSHPINT011: Internet And Catalog Shopping: personally ordered from Eddie Bauer
MSHPINT012: Internet And Catalog Shopping: personally ordered from Fingerhut
MSHPINT014: Internet And Catalog Shopping: personally ordered from Home Shopping Network (HSN)
MSHPINT015: Internet And Catalog Shopping: personally ordered from J.Crew
MSHPINT016: Internet And Catalog Shopping: personally ordered from JCPenney
MSHPINT017: Internet And Catalog Shopping: personally ordered from L.L.Bean
MSHPINT018: Internet And Catalog Shopping: personally ordered from Lands End
MSHPINT019: Internet And Catalog Shopping: personally ordered from Macys
MSHPINT020: Internet And Catalog Shopping: personally ordered from Neiman Marcus
MSHPINT021: Internet And Catalog Shopping: personally ordered from Nordstrom
MSHPINT022: Internet And Catalog Shopping: personally ordered from Office Depot
MSHPINT023: Internet And Catalog Shopping: personally ordered from Pottery Barn
MSHPINT024: Internet And Catalog Shopping: personally ordered from ProFlowers
MSHPINT026: Internet And Catalog Shopping: personally ordered from QVC
MSHPINT027: Internet And Catalog Shopping: personally ordered from REI
MSHPINT175: Internet And Catalog Shopping: personally ordered from Sharis Berries
MSHPINT028: Internet And Catalog Shopping: personally ordered from Staples
MSHPINT030: Internet And Catalog Shopping: personally ordered from Victorias Secret
MSHPINT188: Internet And Catalog Shopping - Ordered By (Mail/Phone): Sharis Berries
MSHPINT111: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Airline tickets
MSHPINT112: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Automotive Products
MSHPINT113: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Baby Accessories
MSHPINT114: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Banking Services
MSHPINT115: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Bedding/Linens
MSHPINT116: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Books
MSHPINT117: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cameras and equipment
MSHPINT118: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Car/Vehicle Rental Reservations
MSHPINT119: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: CDs
MSHPINT120: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cell phones/accessories
MSHPINT121: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Clothing/Apparel
MSHPINT122: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Coffee & Tea
MSHPINT123: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Collectors items (coins stamps etc.)
MSHPINT124: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Computers
MSHPINT125: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Computer Software/Accessories

MSHPINT126: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cooking/Kitchen accessories
MSHPINT127: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Cosmetics/toiletries
MSHPINT128: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Credit Cards
MSHPINT129: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: DVDs/Blu-ray Discs
MSHPINT130: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Educational Programs
MSHPINT131: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Fitness Apparel/Equipment
MSHPINT132: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Flowers
MSHPINT133: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Food/Groceries
MSHPINT057: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Food (Meal Kits)
MSHPINT134: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Garden supplies
MSHPINT135: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Gift Baskets
MSHPINT136: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Handbags/Other Accessories
MSHPINT137: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hobby or craft supplies
MSHPINT138: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Home furnishings
MSHPINT139: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Home improvement items/tools
MSHPINT140: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hotel reservations
MSHPINT141: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Household/small appliances
MSHPINT142: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Housewares
MSHPINT143: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Hunting Fishing Camping equipment
MSHPINT144: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Jewelry/watches
MSHPINT146: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Office Supplies
MSHPINT147: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Pet products/supplies
MSHPINT148: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Prescription Drugs
MSHPINT149: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Religious Products
MSHPINT150: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Shoes/Footwear
MSHPINT151: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Sports apparel/memorabilia
MSHPINT152: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Sports equipment
MSHPINT153: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Stereo/Audio Equipment
MSHPINT154: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Concerts & other entertainment
MSHPINT155: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Movies
MSHPINT156: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Tickets - Sports Events
MSHPINT157: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Toys/Games
MSHPINT158: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: TVs
MSHPINT159: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Video Games/Systems
MSHPINT160: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Vitamins
MSHPINT161: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Wedding/Occasion Gifts
MSHPINT162: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Wines/Champagnes
MSHPINT163: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Electronics
MSHPINT164: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Financial/Insurance Products
MSHPINT165: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Health/Medical supplies
MSHPINT166: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other Travel Services
MSHPINT167: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Other
MSHPINT168: Internet+Catalog Shopped: Phone/Mail/Internet in last yr: Any
MSHPINT169: Internet And Catalog Shopping - Amount Spent In Total: Less than \$50
MSHPINT170: Internet And Catalog Shopping - Amount Spent In Total: \$50 - \$99
MSHPINT171: Internet And Catalog Shopping - Amount Spent In Total: \$100 - \$199
MSHPINT172: Internet And Catalog Shopping - Amount Spent In Total: \$200 - \$499
MSHPINT173: Internet And Catalog Shopping - Amount Spent In Total: \$500 - \$799
MSHPINT174: Internet And Catalog Shopping - Amount Spent In Total: \$800+

Convenience Stores

MSHPCST001: Convenience Stores - Amount Spent In Total: Under \$11

MSHPCST002: Convenience Stores - Amount Spent In Total: \$11 - \$19
MSHPCST003: Convenience Stores - Amount Spent In Total: \$20 - \$39
MSHPCST004: Convenience Stores - Amount Spent In Total: \$40 - \$50
MSHPCST005: Convenience Stores - Amount Spent In Total: \$51 - \$99
MSHPCST006: Convenience Stores - Amount Spent In Total: \$100+
MSHPCST007: Convenience Stores - Items Bought: Breakfast sandwich
MSHPCST008: Convenience Stores - Items Bought: Lunch sandwich
MSHPCST009: Convenience Stores - Items Bought: Hot dogs
MSHPCST010: Convenience Stores - Items Bought: Pizza
MSHPCST011: Convenience Stores - Items Bought: Other grill food
MSHPCST012: Convenience Stores - Items Bought: Ice cream
MSHPCST013: Convenience Stores - Items Bought: Candy
MSHPCST014: Convenience Stores - Items Bought: Snack foods
MSHPCST015: Convenience Stores - Items Bought: Dairy products
MSHPCST016: Convenience Stores - Items Bought: Bread
MSHPCST017: Convenience Stores - Items Bought: Other bakery items
MSHPCST018: Convenience Stores - Items Bought: Coffee - brewed
MSHPCST019: Convenience Stores - Items Bought: Milk
MSHPCST020: Convenience Stores - Items Bought: Soft drinks - bottle/can
MSHPCST021: Convenience Stores - Items Bought: Soft drinks - fountain
MSHPCST022: Convenience Stores - Items Bought: Juice drinks
MSHPCST023: Convenience Stores - Items Bought: Beer
MSHPCST024: Convenience Stores - Items Bought: Frozen beverage
MSHPCST025: Convenience Stores - Items Bought: Cigarettes
MSHPCST026: Convenience Stores - Items Bought: Lottery tickets
MSHPCST027: Convenience Stores - Items Bought: Non-prescription drug/OTC
MSHPCST028: Convenience Stores - Items Bought: ATM/Financial services
MSHPCST029: Convenience Stores - Items Bought: Gas
MSHPCST030: Convenience Stores - Items Bought: Other (non-food)
MSHPCST031: Convenience Stores - Time Of Day Usually Shop: Morning (5am-10am)
MSHPCST032: Convenience Stores - Time Of Day Usually Shop: Mid Day (10am-2pm)
MSHPCST033: Convenience Stores - Time Of Day Usually Shop: Afternoon (2pm-7pm)
MSHPCST034: Convenience Stores - Time Of Day Usually Shop: Evening (7pm-midnight)
MSHPCST035: Convenience Stores - Times Shopped: AM/PM In last 6 months: Any
MSHPCST036: Convenience Stores - Times Shopped: BP Food Mart In last 6 months: Any
MSHPCST037: Convenience Stores - Times Shopped: Caseys General Store In last 6 months: Any
MSHPCST038: Convenience Stores - Times Shopped: Circle K In last 6 months: Any
MSHPCST039: Convenience Stores - Times Shopped: Citgo In last 6 months: Any
MSHPCST040: Convenience Stores - Times Shopped: Cumberland Farms In last 6 months: Any
MSHPCST041: Convenience Stores - Times Shopped: Exxon/Mobil On the Run In last 6 months: Any
MSHPCST042: Convenience Stores - Times Shopped: QuikTrip In last 6 months: Any
MSHPCST043: Convenience Stores - Times Shopped: 7-Eleven In last 6 months: Any
MSHPCST044: Convenience Stores - Times Shopped: Sheetz In last 6 months: Any
MSHPCST045: Convenience Stores - Times Shopped: Shell In last 6 months: Any
MSHPCST046: Convenience Stores - Times Shopped: Speedway In last 6 months: Any
MSHPCST047: Convenience Stores - Times Shopped: Wawa In last 6 months: Any
MSHPCST048: Convenience Stores - Times Shopped: Other In last 6 months: Any

Department/Clothing/Shoes/Specialty Stores

MSHPDPT001: Department Clothing/Shoes & Specialty Stores - Times Shopped: Abercrombie & Fitch In last 3 months: Any
MSHPDPT002: Department Clothing/Shoes & Specialty Stores - Times Shopped: Aeropostale In last 3 months: Any
MSHPDPT003: Department Clothing/Shoes & Specialty Stores - Times Shopped: American Eagle Outfitters In last 3 months: Any
MSHPDPT004: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ann Taylor In last 3 months: Any
MSHPDPT005: Department Clothing/Shoes & Specialty Stores - Times Shopped: Banana Republic In last 3 months: Any
MSHPDPT006: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bath & Body Works In last 3 months: Any
MSHPDPT007: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bealls In last 3 months: Any
MSHPDPT008: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bed Bath & Beyond In last 3 months: Any
MSHPDPT009: Department Clothing/Shoes & Specialty Stores - Times Shopped: Belk In last 3 months: Any
MSHPDPT010: Department Clothing/Shoes & Specialty Stores - Times Shopped: Big Lots In last 3 months: Any
MSHPDPT011: Department Clothing/Shoes & Specialty Stores - Times Shopped: Bloomingdales In last 3 months: Any

MSHPDPT012: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Body Shop In last 3 months: Any
MSHPDPT013: Department Clothing/Shoes & Specialty Stores - Times Shopped: Burlington In last 3 months: Any
MSHPDPT014: Department Clothing/Shoes & Specialty Stores - Times Shopped: Champs Sports In last 3 months: Any
MSHPDPT015: Department Clothing/Shoes & Specialty Stores - Times Shopped: Chicos In last 3 months: Any
MSHPDPT016: Department Clothing/Shoes & Specialty Stores - Times Shopped: Crate & Barrel In last 3 months: Any
MSHPDPT017: Department Clothing/Shoes & Specialty Stores - Times Shopped: Davids Bridal In last 3 months: Any
MSHPDPT018: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dicks Sporting Goods In last 3 months: Any
MSHPDPT019: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dillards In last 3 months: Any
MSHPDPT020: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Disney Store In last 3 months: Any
MSHPDPT021: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dollar General In last 3 months: Any
MSHPDPT022: Department Clothing/Shoes & Specialty Stores - Times Shopped: Dollar Tree In last 3 months: Any
MSHPDPT024: Department Clothing/Shoes & Specialty Stores - Times Shopped: DSW In last 3 months: Any
MSHPDPT025: Department Clothing/Shoes & Specialty Stores - Times Shopped: Eddie Bauer In last 3 months: Any
MSHPDPT026: Department Clothing/Shoes & Specialty Stores - Times Shopped: Express In last 3 months: Any
MSHPDPT027: Department Clothing/Shoes & Specialty Stores - Times Shopped: Family Dollar In last 3 months: Any
MSHPDPT028: Department Clothing/Shoes & Specialty Stores - Times Shopped: Famous Footwear In last 3 months: Any
MSHPDPT029: Department Clothing/Shoes & Specialty Stores - Times Shopped: Finish Line In last 3 months: Any
MSHPDPT030: Department Clothing/Shoes & Specialty Stores - Times Shopped: Footaction In last 3 months: Any
MSHPDPT031: Department Clothing/Shoes & Specialty Stores - Times Shopped: Foot Locker In last 3 months: Any
MSHPDPT032: Department Clothing/Shoes & Specialty Stores - Times Shopped: Forever 21 In last 3 months: Any
MSHPDPT033: Department Clothing/Shoes & Specialty Stores - Times Shopped: Freds In last 3 months: Any
MSHPDPT034: Department Clothing/Shoes & Specialty Stores - Times Shopped: The Gap In last 3 months: Any
MSHPDPT035: Department Clothing/Shoes & Specialty Stores - Times Shopped: H&M In last 3 months: Any
MSHPDPT036: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hallmark Gold Crown In last 3 months: Any
MSHPDPT072: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hobby Lobby In last 3 months: Any
MSHPDPT037: Department Clothing/Shoes & Specialty Stores - Times Shopped: Hollister In last 3 months: Any
MSHPDPT073: Department Clothing/Shoes & Specialty Stores - Times Shopped: HomeGoods In last 3 months: Any
MSHPDPT038: Department Clothing/Shoes & Specialty Stores - Times Shopped: J.Crew In last 3 months: Any
MSHPDPT039: Department Clothing/Shoes & Specialty Stores - Times Shopped: JCPenney In last 3 months: Any
MSHPDPT040: Department Clothing/Shoes & Specialty Stores - Times Shopped: Jo-Ann Fabric and Craft In last 3 months: Any
MSHPDPT074: Department Clothing/Shoes & Specialty Stores - Times Shopped: Jos. A. Bank In last 3 months: Any
MSHPDPT041: Department Clothing/Shoes & Specialty Stores - Times Shopped: Kmart In last 3 months: Any
MSHPDPT042: Department Clothing/Shoes & Specialty Stores - Times Shopped: Kohls In last 3 months: Any
MSHPDPT043: Department Clothing/Shoes & Specialty Stores - Times Shopped: Lane Bryant In last 3 months: Any
MSHPDPT044: Department Clothing/Shoes & Specialty Stores - Times Shopped: LOFT In last 3 months: Any
MSHPDPT046: Department Clothing/Shoes & Specialty Stores - Times Shopped: Macys In last 3 months: Any
MSHPDPT047: Department Clothing/Shoes & Specialty Stores - Times Shopped: Marshalls In last 3 months: Any
MSHPDPT048: Department Clothing/Shoes & Specialty Stores - Times Shopped: Mens Wearhouse In last 3 months: Any
MSHPDPT049: Department Clothing/Shoes & Specialty Stores - Times Shopped: Michaels In last 3 months: Any

MSHPDPT050: Department Clothing/Shoes & Specialty Stores - Times Shopped: Military Exchange In last 3 months: Any
MSHPDPT051: Department Clothing/Shoes & Specialty Stores - Times Shopped: Neiman Marcus In last 3 months: Any
MSHPDPT053: Department Clothing/Shoes & Specialty Stores - Times Shopped: Nordstrom In last 3 months: Any
MSHPDPT054: Department Clothing/Shoes & Specialty Stores - Times Shopped: Old Navy In last 3 months: Any
MSHPDPT055: Department Clothing/Shoes & Specialty Stores - Times Shopped: PacSun In last 3 months: Any
MSHPDPT058: Department Clothing/Shoes & Specialty Stores - Times Shopped: Pottery Barn In last 3 months: Any
MSHPDPT059: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ross Stores In last 3 months: Any
MSHPDPT060: Department Clothing/Shoes & Specialty Stores - Times Shopped: Saks Fifth Avenue In last 3 months: Any
MSHPDPT061: Department Clothing/Shoes & Specialty Stores - Times Shopped: Sears In last 3 months: Any
MSHPDPT062: Department Clothing/Shoes & Specialty Stores - Times Shopped: Sephora In last 3 months: Any
MSHPDPT063: Department Clothing/Shoes & Specialty Stores - Times Shopped: Shoe Carnival In last 3 months: Any
MSHPDPT064: Department Clothing/Shoes & Specialty Stores - Times Shopped: Talbots In last 3 months: Any
MSHPDPT065: Department Clothing/Shoes & Specialty Stores - Times Shopped: Target In last 3 months: Any
MSHPDPT066: Department Clothing/Shoes & Specialty Stores - Times Shopped: T.J. Maxx In last 3 months: Any
MSHPDPT068: Department Clothing/Shoes & Specialty Stores - Times Shopped: Ulta In last 3 months: Any
MSHPDPT069: Department Clothing/Shoes & Specialty Stores - Times Shopped: Victorias Secret In last 3 months: Any
MSHPDPT070: Department Clothing/Shoes & Specialty Stores - Times Shopped: Walmart In last 3 months: Any
MSHPDPT071: Department Clothing/Shoes & Specialty Stores - Times Shopped: Williams-Sonoma In last 3 months: Any

Drug Stores

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

Food Expenditures

MSHPAMT009: Food Stores - Amount Spent In Average Week: By you personally: Less than \$20
MSHPAMT010: Food Stores - Amount Spent In Average Week: By you personally: \$20 - \$39
MSHPAMT011: Food Stores - Amount Spent In Average Week: By you personally: \$40 - \$59
MSHPAMT012: Food Stores - Amount Spent In Average Week: By you personally: \$60 - \$79
MSHPAMT013: Food Stores - Amount Spent In Average Week: By you personally: \$80 - \$99
MSHPAMT014: Food Stores - Amount Spent In Average Week: By you personally: \$100 - \$119
MSHPAMT015: Food Stores - Amount Spent In Average Week: By you personally: \$120 - \$149
MSHPAMT016: Food Stores - Amount Spent In Average Week: By you personally: \$150+
MSHPGRO001: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Acme In last 6 months: Any
MSHPGRO002: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Albertsons In last 6 months: Any
MSHPGRO003: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Aldi In last 6 months: Any
MSHPGRO005: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Cub Foods In last 6 months: Any
MSHPGRO006: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Food Lion In last 6 months: Any
MSHPGRO007: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Fred Meyer In last 6 months: Any
MSHPGRO008: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: GNC In last 6 months: Any

MSHPGRO009: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Giant In last 6 months: Any
MSHPGRO010: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Giant Eagle In last 6 months: Any
MSHPGRO011: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Hannaford In last 6 months: Any
MSHPGRO012: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Harris Teeter In last 6 months: Any
MSHPGRO013: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: H-E-B In last 6 months: Any
MSHPGRO014: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Hy-Vee In last 6 months: Any
MSHPGRO015: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: IGA In last 6 months: Any
MSHPGRO016: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: King Soopers In last 6 months: Any
MSHPGRO017: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Kroger In last 6 months: Any
MSHPGRO018: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Meijer In last 6 months: Any
MSHPGRO019: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Military Commissary In last 6 months: Any
MSHPGRO020: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Piggly Wiggly In last 6 months: Any
MSHPGRO021: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Price Chopper In last 6 months: Any
MSHPGRO022: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Publix In last 6 months: Any
MSHPGRO023: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Ralphs In last 6 months: Any
MSHPGRO024: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Safeway In last 6 months: Any
MSHPGRO025: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Save-A-Lot In last 6 months: Any
MSHPGRO026: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: 7-Eleven In last 6 months: Any
MSHPGRO027: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Smiths In last 6 months: Any
MSHPGRO028: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Stop & Shop In last 6 months: Any
MSHPGRO029: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Target (grocery) In last 6 months: Any
MSHPGRO030: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Trader Joes In last 6 months: Any
MSHPGRO031: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Vons In last 6 months: Any
MSHPGRO039: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Walmart Neighborhood Market In last 6 months: Any
MSHPGRO032: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Walmart Supercenter (grocery) In last 6 months: Any
MSHPGRO033: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Wegmans In last 6 months: Any
MSHPGRO034: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Whole Foods Market In last 6 months: Any
MSHPGRO035: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Winn-Dixie In last 6 months: Any
MSHPGRO036: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: BJ's Wholesale Club In last 6 months: Any
MSHPGRO037: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Costco Wholesale In last 6 months: Any
MSHPGRO038: Food Stores Grocery & Warehouse/Club Stores - Times Shopped: Sams Club In last 6 months: Any
MSHPSBX001: Subscription Boxes/Meal Kits: Blue Apron
MSHPSBX002: Subscription Boxes/Meal Kits: HelloFresh

Gift Cards and Prepaid Cards

MSHPGFT001: Gift Cards & Prepaid Cards - Amount Spent In Total: Less than \$25
MSHPGFT002: Gift Cards & Prepaid Cards - Amount Spent In Total: \$25 - \$49
MSHPGFT003: Gift Cards & Prepaid Cards - Amount Spent In Total: \$50 - \$75
MSHPGFT004: Gift Cards & Prepaid Cards - Amount Spent In Total: \$76 - \$100
MSHPGFT005: Gift Cards & Prepaid Cards - Amount Spent In Total: \$101 - \$200
MSHPGFT006: Gift Cards & Prepaid Cards - Amount Spent In Total: More than \$200
MSHPGFT018: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: Less than the total amount on the card
MSHPGFT019: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: About the same amount on the card

MSHPGFT020: Gift Cards & Prepaid Cards - Amount Typically Spend When Redeeming: More than the amount on the card
MSHPGFT008: Gift Cards & Prepaid Cards - Received From: Family-Adult
MSHPGFT009: Gift Cards & Prepaid Cards - Received From: Family-Child under 18 years
MSHPGFT010: Gift Cards & Prepaid Cards - Received From: Friend
MSHPGFT011: Gift Cards & Prepaid Cards - Received From: Other
MSHPGFT012: Gift Cards & Prepaid Cards - When Typically Redeem: Less than one month
MSHPGFT013: Gift Cards & Prepaid Cards - When Typically Redeem: 1 month to less than 6 months
MSHPGFT014: Gift Cards & Prepaid Cards - When Typically Redeem: 6 months to less than 12 months
MSHPGFT015: Gift Cards & Prepaid Cards - When Typically Redeem: 12 months or more
MSHPGFT016: Gift Cards & Prepaid Cards - When Typically Redeem: Do not usually redeem
MSHPGFT017: Gift Cards & Prepaid Cards: Total Users: Bought Last 6 Months: Total Category

Grocery Shopping

MSHPGSD001: Grocery Shopping - Days Shopped: Sunday
MSHPGSD002: Grocery Shopping - Days Shopped: Monday
MSHPGSD003: Grocery Shopping - Days Shopped: Tuesday
MSHPGSD004: Grocery Shopping - Days Shopped: Wednesday
MSHPGSD005: Grocery Shopping - Days Shopped: Thursday
MSHPGSD006: Grocery Shopping - Days Shopped: Friday
MSHPGSD007: Grocery Shopping - Days Shopped: Saturday
MSHPGSD008: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: Less than 1 mile
MSHPGSD009: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 1 - 2 miles
MSHPGSD010: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 3 - 5 miles
MSHPGSD011: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 6 - 10 miles
MSHPGSD012: Grocery Shopping - Distance From Home To Most Frequently Shopped Store: 11+ miles
MSHPGSD013: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Always
MSHPGSD014: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Sometimes
MSHPGSD015: Grocery Shopping - How Frequently Prepare A Grocery Shopping List: Never
MSHPGSD016: Grocery Shopping - Number Of Trips: None
MSHPGSD017: Grocery Shopping - Number Of Trips: 1
MSHPGSD018: Grocery Shopping - Number Of Trips: 2
MSHPGSD019: Grocery Shopping - Number Of Trips: 3
MSHPGSD020: Grocery Shopping - Number Of Trips: 4
MSHPGSD021: Grocery Shopping - Number Of Trips: 5
MSHPGSD022: Grocery Shopping - Number Of Trips: 6
MSHPGSD023: Grocery Shopping - Number Of Trips: 7
MSHPGSD024: Grocery Shopping - Number Of Trips: 8
MSHPGSD025: Grocery Shopping - Number Of Trips: 9+
MSHPGSD026: Grocery Shopping - Purchased Groceries Over The Internet/Online: Yes
MSHPGSD027: Grocery Shopping - Time Of Day Shop: Morning
MSHPGSD028: Grocery Shopping - Time Of Day Shop: Afternoon
MSHPGSD029: Grocery Shopping - Time Of Day Shop: Evening
MSHPGSD030: Grocery Shopping - Time Of Day Shop: Various Times
MSHPGSD031: Grocery Shopping - Used Grocery Store Loyalty Card: Yes

In-Home Shopping

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

MSHPINH014: In Home Shopping - Items Bought: Jewelry
MSHPINH016: In Home Shopping - Items Bought: Other

Office/Computer Supply Stores

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

Overnight Package/Letter Delivery Services

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

Other Store Types

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

Product Samples

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

Where Products Are Purchased

MSHPSTR001: Shopping - Where Bought: Cosmetics Department Store
MSHPSTR002: Shopping - Where Bought: Cosmetics Discount Store
MSHPSTR003: Shopping - Where Bought: Cosmetics Drug Store
MSHPSTR004: Shopping - Where Bought: Cosmetics Grocery Store
MSHPSTR005: Shopping - Where Bought: Cosmetics Online
MSHPSTR006: Shopping - Where Bought: Perfume/Cologne Department Store
MSHPSTR007: Shopping - Where Bought: Perfume/Cologne Discount Store
MSHPSTR008: Shopping - Where Bought: Perfume/Cologne Drug Store
MSHPSTR009: Shopping - Where Bought: Perfume/Cologne Grocery Store
MSHPSTR010: Shopping - Where Bought: Perfume/Cologne Online
MSHPSTR011: Shopping - Where Bought: Toiletries Department Store
MSHPSTR012: Shopping - Where Bought: Toiletries Discount Store
MSHPSTR013: Shopping - Where Bought: Toiletries Drug Store
MSHPSTR014: Shopping - Where Bought: Toiletries Grocery Store
MSHPSTR015: Shopping - Where Bought: Toiletries Online
MSHPSTR016: Shopping - Where Bought: Non-prescription drugs/OTC Department Store
MSHPSTR017: Shopping - Where Bought: Non-prescription drugs/OTC Discount Store
MSHPSTR018: Shopping - Where Bought: Non-prescription drugs/OTC Drug Store
MSHPSTR019: Shopping - Where Bought: Non-prescription drugs/OTC Grocery Store
MSHPSTR020: Shopping - Where Bought: Non-prescription drugs/OTC Online
MSHPSTR021: Shopping - Where Bought: Prescription drugs Department Store
MSHPSTR022: Shopping - Where Bought: Prescription drugs Discount Store
MSHPSTR023: Shopping - Where Bought: Prescription drugs Drug Store

MSHPSTR024: Shopping - Where Bought: Prescription drugs Grocery Store
MSHPSTR025: Shopping - Where Bought: Prescription drugs Online
MSHPSTR026: Shopping - Where Bought: Clothing Department Store
MSHPSTR027: Shopping - Where Bought: Clothing Discount Store
MSHPSTR028: Shopping - Where Bought: Clothing Drug Store
MSHPSTR029: Shopping - Where Bought: Clothing Grocery Store
MSHPSTR030: Shopping - Where Bought: Clothing Online
MSHPSTR031: Shopping - Where Bought: Shoes Department Store
MSHPSTR032: Shopping - Where Bought: Shoes Discount Store
MSHPSTR033: Shopping - Where Bought: Shoes Drug Store
MSHPSTR034: Shopping - Where Bought: Shoes Grocery Store
MSHPSTR035: Shopping - Where Bought: Shoes Online

MTVLDOM025: Domestic Travel - Airline(s) used: Any Trip: JetBlue
MTVLDOM026: Domestic Travel - Airline(s) used: Any Trip: Southwest
MTVLDOM027: Domestic Travel - Airline(s) used: Any Trip: United
MTVLDOM030: Domestic Travel - Airline(s) used: Any Trip: Other
MTVLDOM031: Domestic Travel - Class of service flown: Any Trip: First Class
MTVLDOM032: Domestic Travel - Class of service flown: Any Trip: Business
MTVLDOM033: Domestic Travel - Class of service flown: Any Trip: Coach
MTVLDOM034: Domestic Travel - In-Flight Entertainment: Any Trip: Listened to radio/audio
MTVLDOM035: Domestic Travel - In-flight entertainment: Any Trip: Watched movie/Used in-flight video equipment
MTVLDOM036: Domestic Travel - In-flight entertainment: Any Trip: Read in-flight publication
MTVLDOM037: Domestic Travel - In-flight entertainment: Any Trip: Used Wi-Fi
MTVLDOM038: Domestic Travel - Means of Travel: Any Trip: Plane (charter/private)
MTVLDOM039: Domestic Travel - Means of Travel: Any Trip: Plane (scheduled)
MTVLDOM040: Domestic Travel - Means of Travel: Any Trip: Rental Vehicle
MTVLDOM041: Domestic Travel - Means of Travel: Any Trip: Personal Vehicle
MTVLDOM042: Domestic Travel - Means of Travel: Any Trip: Bus (charter or tour)
MTVLDOM043: Domestic Travel - Means of Travel: Any Trip: Bus (scheduled)
MTVLDOM045: Domestic Travel - Means of Travel: Any Trip: Motor Home/RV
MTVLDOM028: Domestic Travel - Means Of Travel: Any Trip: Amtrak
MTVLDOM044: Domestic Travel - Means Of Travel: Any Trip: Other Railroad/Train
MTVLDOM046: Domestic Travel - Number of household members on trip: Any Trip: 1
MTVLDOM047: Domestic Travel - Number of household members on trip: Any Trip: 2
MTVLDOM048: Domestic Travel - Number of household members on trip: Any Trip: 3
MTVLDOM049: Domestic Travel - Number of household members on trip: Any Trip: 4
MTVLDOM050: Domestic Travel - Number of household members on trip: Any Trip: 5+
MTVLDOM051: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: Under 500
MTVLDOM052: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: 500 - 999
MTVLDOM053: Domestic Travel - Number of miles travelled from home (round trip): Any Trip: 1000+
MTVLDOM054: Domestic Travel - Number of nights away: Any Trip: 1
MTVLDOM055: Domestic Travel - Number of nights away: Any Trip: 2
MTVLDOM056: Domestic Travel - Number of nights away: Any Trip: 3 - 4
MTVLDOM057: Domestic Travel - Number of nights away: Any Trip: 5 - 6
MTVLDOM058: Domestic Travel - Number of nights away: Any Trip: 7 - 8
MTVLDOM059: Domestic Travel - Number of nights away: Any Trip: 9 - 14
MTVLDOM060: Domestic Travel - Number of nights away: Any Trip: 15+
MTVLDOM061: Domestic Travel - Number Of Round Trips: 1
MTVLDOM062: Domestic Travel - Number Of Round Trips: 2
MTVLDOM063: Domestic Travel - Number Of Round Trips: 3
MTVLDOM064: Domestic Travel - Number Of Round Trips: 4
MTVLDOM065: Domestic Travel - Number Of Round Trips: 5
MTVLDOM066: Domestic Travel - Number Of Round Trips: 6
MTVLDOM067: Domestic Travel - Number Of Round Trips: 7
MTVLDOM068: Domestic Travel - Number Of Round Trips: 8
MTVLDOM069: Domestic Travel - Number Of Round Trips: 9+
MTVLDOM070: Domestic Travel - Number Of Trips By Type: Business only 1
MTVLDOM071: Domestic Travel - Number Of Trips By Type: Business only 2
MTVLDOM072: Domestic Travel - Number Of Trips By Type: Business only 3+
MTVLDOM073: Domestic Travel - Number Of Trips By Type: Vacation only 1
MTVLDOM074: Domestic Travel - Number Of Trips By Type: Vacation only 2
MTVLDOM075: Domestic Travel - Number Of Trips By Type: Vacation only 3+
MTVLDOM076: Domestic Travel - Number Of Trips By Type: Personal only 1
MTVLDOM077: Domestic Travel - Number Of Trips By Type: Personal only 2
MTVLDOM078: Domestic Travel - Number Of Trips By Type: Personal only 3+
MTVLDOM079: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 1
MTVLDOM080: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 2
MTVLDOM081: Domestic Travel - Number Of Trips By Type: Any vacation (including personal/honeymoon) 3+
MTVLDOM082: Domestic Travel - Number Of Trips By Type: Any business 1
MTVLDOM083: Domestic Travel - Number Of Trips By Type: Any business 2
MTVLDOM084: Domestic Travel - Number Of Trips By Type: Any business 3+
MTVLDOM085: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 1
MTVLDOM086: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 2
MTVLDOM087: Domestic Travel - Number Of Trips By Type: Part business/Part vacation 3+
MTVLDOM088: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 1
MTVLDOM089: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 2

Travel

Cruise Ships

MTVLCRU001: Cruise Ships: Taken a cruise of more than one day
MTVLCRU002: Cruise Ships - Cruise lines used: Carnival
MTVLCRU003: Cruise Ships - Cruise lines used: Celebrity
MTVLCRU004: Cruise Ships - Cruise lines used: Disney Cruise Line
MTVLCRU005: Cruise Ships - Cruise lines used: Holland America Line
MTVLCRU006: Cruise Ships - Cruise lines used: Norwegian
MTVLCRU007: Cruise Ships - Cruise lines used: Princess
MTVLCRU008: Cruise Ships - Cruise lines used: Royal Caribbean
MTVLCRU009: Cruise Ships - Cruise lines used: Other
MTVLCRU010: Cruise Ships - Number Of Cruises Taken: 1
MTVLCRU011: Cruise Ships - Number Of Cruises Taken: 2
MTVLCRU012: Cruise Ships - Number Of Cruises Taken: 3
MTVLCRU013: Cruise Ships - Number Of Cruises Taken: 4+

Domestic Travel

MTVLDOM001: Domestic Travel: Any trip within the continental US
MTVLDOM002: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Go to beach
MTVLDOM003: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: General sightseeing
MTVLDOM004: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Attend a specific event
MTVLDOM005: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Shopping
MTVLDOM006: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Fine dining
MTVLDOM007: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Play tennis
MTVLDOM008: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit National Park
MTVLDOM009: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Play golf
MTVLDOM010: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Backpacking/Hiking
MTVLDOM011: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Bicycle riding
MTVLDOM012: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Fishing
MTVLDOM013: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Hunting
MTVLDOM014: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Running/Jogging
MTVLDOM015: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Skiing (cross country/downhill)
MTVLDOM016: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Other outdoor sports or recreation
MTVLDOM017: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit relatives or friends
MTVLDOM018: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit a health spa/retreat
MTVLDOM020: Domestic Travel - Activities on vacation/honeymoon trips: Any Trip: Visit cultural/historical site
MTVLDOM021: Domestic Travel - Airline(s) used: Any Trip: Alaska Airlines
MTVLDOM145: Domestic Travel - Airline(S) Used: Any Trip: Allegiant Air
MTVLDOM022: Domestic Travel - Airline(s) used: Any Trip: American/American Eagle
MTVLDOM023: Domestic Travel - Airline(s) used: Any Trip: Delta
MTVLDOM024: Domestic Travel - Airline(s) used: Any Trip: Frontier

MTVLDOM090: Domestic Travel - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 3+
MTVLDOM091: Domestic Travel - Reason for trip: Any Trip: Business (paid for by company)
MTVLDOM092: Domestic Travel - Reason for trip: Any Trip: Business (paid for by self)
MTVLDOM093: Domestic Travel - Reason for trip: Any Trip: Honeymoon
MTVLDOM094: Domestic Travel - Reason for trip: Any Trip: Vacation
MTVLDOM095: Domestic Travel - Reason for trip: Any Trip: Personal (not vacation)
MTVLDOM096: Domestic Travel - Reason for trip: Any Trip: Part business/Part vacation
MTVLDOM097: Domestic Travel - States visited: Any Trip: Maine New Hampshire Vermont
MTVLDOM098: Domestic Travel - States visited: Any Trip: Massachusetts Connecticut Rhode Island
MTVLDOM099: Domestic Travel - States visited: Any Trip: New York
MTVLDOM100: Domestic Travel - States visited: Any Trip: Pennsylvania New Jersey
MTVLDOM101: Domestic Travel - States visited: Any Trip: Delaware Maryland District of Columbia
MTVLDOM102: Domestic Travel - States visited: Any Trip: Michigan Wisconsin
MTVLDOM103: Domestic Travel - States visited: Any Trip: Ohio Indiana Illinois
MTVLDOM104: Domestic Travel - States visited: Any Trip: Nebraska Kansas
MTVLDOM105: Domestic Travel - States visited: Any Trip: North Dakota South Dakota Minnesota
MTVLDOM106: Domestic Travel - States visited: Any Trip: Iowa Missouri
MTVLDOM107: Domestic Travel - States visited: Any Trip: North Carolina South Carolina
MTVLDOM108: Domestic Travel - States visited: Any Trip: Alabama Georgia
MTVLDOM109: Domestic Travel - States visited: Any Trip: Florida
MTVLDOM110: Domestic Travel - States visited: Any Trip: Kentucky Tennessee
MTVLDOM111: Domestic Travel - States visited: Any Trip: Mississippi Louisiana
MTVLDOM112: Domestic Travel - States visited: Any Trip: Texas
MTVLDOM113: Domestic Travel - States visited: Any Trip: Arkansas Oklahoma
MTVLDOM114: Domestic Travel - States visited: Any Trip: Virginia West Virginia
MTVLDOM115: Domestic Travel - States visited: Any Trip: Montana Idaho Wyoming
MTVLDOM116: Domestic Travel - States visited: Any Trip: Washington Oregon
MTVLDOM117: Domestic Travel - States visited: Any Trip: California
MTVLDOM118: Domestic Travel - States visited: Any Trip: Utah Colorado
MTVLDOM119: Domestic Travel - States visited: Any Trip: Arizona New Mexico
MTVLDOM120: Domestic Travel - States visited: Any Trip: Nevada
MTVLDOM121: Domestic Travel - States visited by region: Any Trip: North East
MTVLDOM122: Domestic Travel - States visited by region: Any Trip: South
MTVLDOM123: Domestic Travel - States visited by region: Any Trip: North Central
MTVLDOM124: Domestic Travel - States visited by region: Any Trip: West
MTVLDOM125: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used Travel Agent
MTVLDOM126: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used Airline-Specific Internet Site
MTVLDOM127: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used General Internet Travel Site
MTVLDOM128: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Flight reservations
MTVLDOM129: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Hotel reservations
MTVLDOM130: Domestic Travel - Travel Agent/Internet Travel Site: Any Trip: Used for: Entire trip
MTVLDOM146: Domestic Travel - Travel with: Any Trip: Yourself (alone)
MTVLDOM147: Domestic Travel - Travel with: Any Trip: Spouse or mate
MTVLDOM148: Domestic Travel - Travel with: Any Trip: Child(ren) less than 18 years old
MTVLDOM149: Domestic Travel - Travel with: Any Trip: Friend(s)
MTVLDOM150: Domestic Travel - Travel with: Any Trip: Other
MTVLDOM151: Domestic Travel - Viewed CNN Airport Network Television In Airport: Viewed CNN Airport Network television in airport: Any Trip
MTVLDOM131: Domestic Travel - When trip was taken: Any Trip: January - March
MTVLDOM132: Domestic Travel - When trip was taken: Any Trip: April - June
MTVLDOM133: Domestic Travel - When trip was taken: Any Trip: July - September
MTVLDOM134: Domestic Travel - When trip was taken: Any Trip: October - December
MTVLDOM135: Domestic Travel - Who decided destination: Any Trip: Yourself (alone or with someone else)
MTVLDOM136: Domestic Travel - Who decided destination: Any Trip: Travel agent
MTVLDOM137: Domestic Travel - Who decided destination: Any Trip: Spouse or mate
MTVLDOM138: Domestic Vacations - Amount Spent In Total: Less than \$1000
MTVLDOM139: Domestic Vacations - Amount Spent In Total: \$1000 - \$1499
MTVLDOM140: Domestic Vacations - Amount Spent In Total: \$1500 - \$1999
MTVLDOM141: Domestic Vacations - Amount Spent In Total: \$2000 - \$2999
MTVLDOM142: Domestic Vacations - Amount Spent In Total: \$3000 - \$4999
MTVLDOM143: Domestic Vacations - Amount Spent In Total: \$5000 - \$6999
MTVLDOM144: Domestic Vacations - Amount Spent In Total: \$7000+

Foreign Travel

MTVLFOR001: Foreign Travel (Including AK & HI): Any trip
MTVLFOR002: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Attend a specific event
MTVLFOR003: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Fine dining
MTVLFOR004: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: General sightseeing
MTVLFOR005: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Go to beach
MTVLFOR006: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Play golf
MTVLFOR007: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Running/Jogging
MTVLFOR008: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Sailing
MTVLFOR009: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Scuba diving
MTVLFOR010: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Shopping
MTVLFOR011: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Skiing (cross country/downhill)
MTVLFOR012: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Other outdoor sports or recreation
MTVLFOR013: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Visit relatives or friends
MTVLFOR165: Foreign Travel (Including AK & HI) - Activities on vacation/honeymoon trips: Any Trip: Visit cultural/historical site
MTVLFOR015: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Aer Lingus
MTVLFOR016: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: AeroMexico
MTVLFOR017: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Air Canada
MTVLFOR018: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Air France
MTVLFOR019: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Alaska Airlines
MTVLFOR021: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: American/American Eagle
MTVLFOR022: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: British Airways
MTVLFOR024: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Delta
MTVLFOR025: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: JetBlue
MTVLFOR026: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: KLM
MTVLFOR027: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Lufthansa
MTVLFOR166: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Southwest Airlines
MTVLFOR028: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: United
MTVLFOR030: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Virgin Atlantic
MTVLFOR031: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other Asia/Pacific based airline
MTVLFOR032: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other European based airline
MTVLFOR033: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other Latin American based airline
MTVLFOR034: Foreign Travel (Including AK & HI) - Airline(s) used: Any Trip: Other
MTVLFOR035: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: First Class
MTVLFOR036: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: Business
MTVLFOR037: Foreign Travel (Including AK & HI) - Class of service flown: Any Trip: Coach
MTVLFOR038: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Aruba
MTVLFOR040: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Bermuda
MTVLFOR041: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Bahamas
MTVLFOR042: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Cayman Islands
MTVLFOR043: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Dominican Republic
MTVLFOR044: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Jamaica
MTVLFOR045: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Puerto Rico
MTVLFOR046: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Virgin Islands

MTVLFOR047: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Caribbean Islands
MTVLFOR048: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Alaska
MTVLFOR049: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Hawaii
MTVLFOR050: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Canada
MTVLFOR051: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Mexico
MTVLFOR052: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Central America
MTVLFOR053: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: South America
MTVLFOR054: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: England
MTVLFOR055: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Ireland
MTVLFOR056: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Scotland
MTVLFOR057: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: France
MTVLFOR058: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Germany
MTVLFOR059: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Austria
MTVLFOR060: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Switzerland
MTVLFOR061: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Netherlands (Holland)
MTVLFOR062: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Scandinavia
MTVLFOR063: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Italy
MTVLFOR064: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Spain/Portugal
MTVLFOR065: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Greece
MTVLFOR066: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Western European countries
MTVLFOR067: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Russia
MTVLFOR068: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Eastern Europe
MTVLFOR069: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Turkey
MTVLFOR070: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Israel
MTVLFOR071: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Middle East
MTVLFOR072: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Japan
MTVLFOR073: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: China
MTVLFOR074: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Hong Kong
MTVLFOR075: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: India
MTVLFOR077: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Other Asian countries
MTVLFOR078: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Australia/New Zealand/South Pacific
MTVLFOR079: Foreign Travel (Including AK & HI) - Countries or destinations visited: Any Trip: Africa
MTVLFOR080: Foreign Travel (Including AK & HI) - In-Flight Entertainment: Any Trip: Listened to radio/audio
MTVLFOR081: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Watched movie/Used in-flight video equipment
MTVLFOR082: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Read in-flight publication
MTVLFOR083: Foreign Travel (Including AK & HI) - In-flight entertainment: Any Trip: Used Wi-Fi
MTVLFOR084: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Bus
MTVLFOR085: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Personal Vehicle
MTVLFOR086: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Cruise Ship
MTVLFOR087: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Plane (charter/private)

MTVLFOR088: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Plane (scheduled flight)
MTVLFOR089: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Railroad/Train
MTVLFOR090: Foreign Travel (Including AK & HI) - Means of travel: Any Trip: Rental Vehicle
MTVLFOR091: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 1
MTVLFOR092: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 2
MTVLFOR093: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 3-4
MTVLFOR094: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 5-7
MTVLFOR095: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 8-10
MTVLFOR096: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 11-14
MTVLFOR097: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 15-29
MTVLFOR098: Foreign Travel (Including AK & HI) - Number of nights away: Any Trip: 30+
MTVLFOR099: Foreign Travel (Including AK & HI) - Number Of Trips: 1
MTVLFOR100: Foreign Travel (Including AK & HI) - Number Of Trips: 2
MTVLFOR101: Foreign Travel (Including AK & HI) - Number Of Trips: 3
MTVLFOR102: Foreign Travel (Including AK & HI) - Number Of Trips: 4
MTVLFOR103: Foreign Travel (Including AK & HI) - Number Of Trips: 5
MTVLFOR104: Foreign Travel (Including AK & HI) - Number Of Trips: 6
MTVLFOR105: Foreign Travel (Including AK & HI) - Number Of Trips: 7
MTVLFOR106: Foreign Travel (Including AK & HI) - Number Of Trips: 8
MTVLFOR107: Foreign Travel (Including AK & HI) - Number Of Trips: 9+
MTVLFOR108: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 1
MTVLFOR109: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 2
MTVLFOR110: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business Only 3+
MTVLFOR111: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 1
MTVLFOR112: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 2
MTVLFOR113: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation Only 3+
MTVLFOR114: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 1
MTVLFOR115: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 2
MTVLFOR116: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon) 3+
MTVLFOR144: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 1
MTVLFOR145: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 2
MTVLFOR146: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon) 3+
MTVLFOR120: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 1
MTVLFOR121: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 2
MTVLFOR122: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Business By Plane 3+
MTVLFOR123: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 1
MTVLFOR124: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 2
MTVLFOR125: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon) 3+
MTVLFOR126: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 1
MTVLFOR127: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 2
MTVLFOR128: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Trips By Plane 3+
MTVLFOR129: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 1
MTVLFOR130: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 2
MTVLFOR131: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Business Trips By Plane 3+
MTVLFOR132: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 1

MTVLFOR133: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 2
MTVLFOR134: Foreign Travel (Including AK & HI) - Number Of Trips By Type: European (Western) Vacation Trips By Plane 3+
MTVLFOR135: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 1
MTVLFOR136: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 2
MTVLFOR137: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business Trip 3+
MTVLFOR138: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 1
MTVLFOR139: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 2
MTVLFOR140: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Plane Trip 3+
MTVLFOR141: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 1
MTVLFOR142: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 2
MTVLFOR143: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Any Business/vacation combined 3+
MTVLFOR182: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 1
MTVLFOR183: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 2
MTVLFOR184: Foreign Travel (Including AK & HI) - Number Of Trips By Type: Vacation/Honeymoon/Personal (Excluding Bus. & Part) 3+
MTVLFOR147: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Business (paid by firm)
MTVLFOR148: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Honeymoon
MTVLFOR149: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Vacation
MTVLFOR150: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Personal (not vacation)
MTVLFOR151: Foreign Travel (Including AK & HI) - Reason for trip: Any Trip: Business/Vacation combined
MTVLFOR152: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used Travel Agent
MTVLFOR153: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used Airline-Specific Internet Site
MTVLFOR154: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Used General Internet Travel Site
MTVLFOR155: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Flight Reservations
MTVLFOR156: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Hotel Reservations
MTVLFOR157: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Local Sightseeing
MTVLFOR158: Foreign Travel (Including AK & HI) - Travel Agent/Internet Travel Site: Any Trip: Purpose: Used for: Entire Trip
MTVLFOR159: Foreign Travel (Including AK & HI) - Travel Package: Any Trip: Trip taken on an all inclusive travel package
MTVLFOR172: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Yourself (alone)
MTVLFOR173: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Spouse or mate
MTVLFOR174: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Child(ren) less than 18 years old
MTVLFOR175: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Friend(s)
MTVLFOR176: Foreign Travel (Including AK & HI) - Travel with: Any Trip: Other
MTVLFOR177: Foreign Travel (Including AK & HI) - Any Trip: Viewed CNN Airport Network television in airport
MTVLFOR160: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: January - March
MTVLFOR161: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: April - June
MTVLFOR162: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: July - September
MTVLFOR163: Foreign Travel (Including AK & HI) - When trip was taken: Any Trip: October - December
MTVLFOR179: Foreign Travel (Including AK & HI) - Year Trip Was Taken: Any Trip: 2018
MTVLFOR180: Foreign Travel (Including AK & HI) - Year trip was taken: Any Trip: 2017
MTVLFOR181: Foreign Travel (Including AK & HI) - Year trip was taken: Any Trip: 2016
MTVLFOR167: Foreign Vacations - Amount Spent In Total: Less than \$1000
MTVLFOR168: Foreign Vacations - Amount Spent In Total: \$1000 - \$2999
MTVLFOR169: Foreign Vacations - Amount Spent In Total: \$3000 - \$5999
MTVLFOR170: Foreign Vacations - Amount Spent In Total: \$6000 - \$7999
MTVLFOR171: Foreign Vacations - Amount Spent In Total: \$8000+

Passport

MTVLPRK002: Passport: Own a valid passport

Frequent Flier Membership

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
MTVLHOT083: Hotel Rewards Programs - Program(s) member of: World of Hyatt
MTVLHOT084: Hotel Rewards Programs - Program(s) member of: Marriott Bonvoy
MTVLHOT063: Hotel Rewards Programs - Program(s) member of: IHG Rewards Club
MTVLHOT066: Hotel Rewards Programs - Program(s) member of: Wyndham Rewards
MTVLHOT067: Hotel Rewards Programs - Program(s) member of: Other
MTVLHOT068: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: Airbnb
MTVLHOT069: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: Airbnb
MTVLHOT070: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: Airbnb
MTVLHOT071: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: HomeAway
MTVLHOT072: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: HomeAway
MTVLHOT073: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: HomeAway
MTVLHOT074: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: VRBO
MTVLHOT075: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: VRBO
MTVLHOT076: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: VRBO
MTVLHOT077: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Business: Other
MTVLHOT078: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Stayed in for Personal/Vacation: Other
MTVLHOT079: Hotels Motels & Other Lodging - By owner rental service used last 12 months: Net Any Hotel/Motel/Other Lodging: Other
MTVLHOT002: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 1
MTVLHOT003: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 2
MTVLHOT004: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 3 - 4
MTVLHOT005: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 5 - 7
MTVLHOT006: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 8 - 10
MTVLHOT007: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 11 - 14
MTVLHOT008: Hotels Motels & Other Lodging - Number of nights spent: Net Any Hotel/Motel/Other Lodging: _In last 12 months: 15+
MTVLHOT009: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Americas Best Value Inn
MTVLHOT010: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Baymont Inns & Suites
MTVLHOT011: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Best Western
MTVLHOT012: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Clarion
MTVLHOT013: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Comfort Inn
MTVLHOT014: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Comfort Suites
MTVLHOT015: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Country Inns & Suites

MTVLHOT016: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Courtyard (by Marriott)
MTVLHOT017: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Crowne Plaza
MTVLHOT018: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Days Inn
MTVLHOT019: Hotels Motels & Other Lodging - Where stayed: In last 12 months: DoubleTree
MTVLHOT020: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Econo Lodge
MTVLHOT021: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Embassy Suites
MTVLHOT022: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Fairfield Inn (by Marriott)
MTVLHOT023: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Four Seasons
MTVLHOT080: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Great Wolf Lodge
MTVLHOT024: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hampton Inn & Suites
MTVLHOT025: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hilton
MTVLHOT026: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hilton Garden Inn
MTVLHOT027: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Holiday Inn
MTVLHOT028: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Holiday Inn Express
MTVLHOT029: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Homewood Suites (by Hilton)
MTVLHOT031: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Hyatt
MTVLHOT032: Hotels Motels & Other Lodging - Where stayed: In last 12 months: InterContinental Hotels
MTVLHOT034: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Marriott Hotels Resorts and Suites
MTVLHOT035: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Microtel (by Wyndham)
MTVLHOT036: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Motel 6
MTVLHOT037: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Quality Inn
MTVLHOT038: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Radisson
MTVLHOT039: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Ramada
MTVLHOT040: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Red Roof Inn
MTVLHOT041: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Renaissance
MTVLHOT042: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Residence Inn (by Marriott)
MTVLHOT043: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Ritz-Carlton
MTVLHOT082: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sandals/Beaches
MTVLHOT044: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sheraton
MTVLHOT045: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Sleep Inn
MTVLHOT046: Hotels Motels & Other Lodging - Where stayed: In last 12 months: SpringHill Suites (by Marriott)
MTVLHOT047: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Super 8
MTVLHOT048: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Travelodge
MTVLHOT049: Hotels Motels & Other Lodging - Where stayed: In last 12 months: W Hotel
MTVLHOT051: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Wyndham
MTVLHOT052: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other hotel/motel (chain)
MTVLHOT053: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other hotel/motel (non-chain)
MTVLHOT054: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Bed and Breakfast
MTVLHOT055: Hotels Motels & Other Lodging - Where stayed: In last 12 months: Other

Theme Parks

MTVLPRK001: Indoor Water Park - Visited In Last 12 Months: Yes
MTVLPRK003: Theme Parks - Number Of Different Days Visited: 1

MTVLPRK004: Theme Parks - Number Of Different Days Visited: 2
MTVLPRK005: Theme Parks - Number Of Different Days Visited: 3
MTVLPRK006: Theme Parks - Number Of Different Days Visited: 4
MTVLPRK007: Theme Parks - Number Of Different Days Visited: 5
MTVLPRK008: Theme Parks - Number Of Different Days Visited: 6
MTVLPRK009: Theme Parks - Number Of Different Days Visited: 7-9
MTVLPRK010: Theme Parks - Number Of Different Days Visited: 10-19
MTVLPRK011: Theme Parks - Number Of Different Days Visited: 20+
MTVLPRK012: Theme Parks - Visited: Visited A Theme Park
MTVLPRK013: Theme Parks - Visited: Adventure Island (Florida)
MTVLPRK014: Theme Parks - Visited: Aquatica (California Florida Texas)
MTVLPRK015: Theme Parks - Visited: Busch Gardens (Florida)
MTVLPRK016: Theme Parks - Visited: Busch Gardens (Virginia)
MTVLPRK024: Theme Parks - Visited: Californias Great America
MTVLPRK017: Theme Parks - Visited: Carowinds (North Carolina)
MTVLPRK018: Theme Parks - Visited: Cedar Point (Ohio)
MTVLPRK019: Theme Parks - Visited: Discovery Cove (Florida)
MTVLPRK020: Theme Parks - Visited: Disney California Adventure Park
MTVLPRK021: Theme Parks - Visited: Disneyland (California)
MTVLPRK022: Theme Parks - Visited: Dollywood (Tennessee)
MTVLPRK023: Theme Parks - Visited: Dorney Park & Wildwater Kingdom (Penn.)
MTVLPRK061: Theme Parks - Visited: Great Wolf Lodge
MTVLPRK025: Theme Parks - Visited: Hersheypark (Pennsylvania)
MTVLPRK026: Theme Parks - Visited: Kings Dominion (Virginia)
MTVLPRK027: Theme Parks - Visited: 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: Universals Islands of Adventure (Florida)
MTVLPRK048: Theme Parks - Visited: Walt Disney World (Florida): Blizzard Beach
MTVLPRK049: Theme Parks - Visited: Walt Disney World (Florida): Disneys Animal Kingdom
MTVLPRK050: Theme Parks - Visited: Walt Disney World (Florida): Disneys Hollywood Stud**
MTVLPRK051: Theme Parks - Visited: Walt Disney World (Florida): Epcot Center
MTVLPRK052: Theme Parks - Visited: Walt Disney World (Florida): Magic Kingdom
MTVLPRK053: Theme Parks - Visited: Walt Disney World (Florida): Typhoon Lagoon
MTVLPRK054: Theme Parks - Visited: Water Country USA (Virginia)
MTVLPRK056: Theme Parks - Visited: Wisconsin Dells
MTVLPRK057: Theme Parks - Visited: Other
MTVLPRK058: Theme Parks - Who made decision to visit: Yourself (Alone or with someone else)
MTVLPRK059: Theme Parks - Who made decision to visit: Child
MTVLPRK060: Theme Parks - Who made decision to visit: Someone Else

Round Trips By Plane

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

MTVLAIR013: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 1
MTVLAIR014: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 2
MTVLAIR015: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 3
MTVLAIR016: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 4
MTVLAIR017: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 5
MTVLAIR018: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 6 - 7
MTVLAIR019: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 8 - 9
MTVLAIR020: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 10 - 14
MTVLAIR021: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 15 - 19
MTVLAIR022: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 20 - 29
MTVLAIR023: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 30 - 49
MTVLAIR024: Round Trips By Plane - Within Continental U.S. for
Vacation/Personal/Honeymoon: 50+