

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	MM41791ZC	Drink Any Alcoholic Beverage- 6mo (Adult)	Alcohol & Tobacco
2	MM41796ZC	Drink Any Brown Goods- 6mo (Adult)	Alcohol & Tobacco
3	MM41797ZC	Drink Any Distilled Liquor- 6mo (Adult)	Alcohol & Tobacco
4	MM41798ZC	Drink Any White Goods- 6mo (Adult)	Alcohol & Tobacco
5	MM41794ZC	Drink Any Beer/Ale/Malt Liquor- 6mo (Adult)	Alcohol & Tobacco
6	MM41740ZC	Purchased Beer at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
7	MM41741ZC	Purchased Beer at Drug Store- 6mo (Adult)	Alcohol & Tobacco
8	MM41742ZC	Purchased Beer at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
9	MM41743ZC	Purchased Beer at Supermarket- 6mo (Adult)	Alcohol & Tobacco
10	MM41744ZC	Purchased Beer at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
11	MM41745ZC	Purchased Liquor at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
12	MM41747ZC	Purchased Liquor at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
13	MM41748ZC	Purchased Liquor at Supermarket- 6mo (Adult)	Alcohol & Tobacco
14	MM41749ZC	Purchased Liquor at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
15	MM41750ZC	Purchased Wine at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
16	MM41752ZC	Purchased Wine at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
17	MM41753ZC	Purchased Wine at Supermarket- 6mo (Adult)	Alcohol & Tobacco
18	MM41754ZC	Purchased Wine at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
19	MM00106ZC	Drink Flavored Alcoholic Beverage/Cooler- 1mo (Adult)	Alcohol & Tobacco
20	MM00106ZD	Drink Flavored Alcoholic Beverage/Cooler- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
21	MM00013ZC	Drink Any Beer- 1wk (Adult)	Alcohol & Tobacco
22	MM00013ZD	Drink Any Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
23	MM00016ZC	Drink Any Beer- 6mo (Adult)	Alcohol & Tobacco
24	MM00089ZC	Drink Domestic Regular Beer- 1wk (Adult)	Alcohol & Tobacco
25	MM00089ZD	Drink Domestic Regular Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
26	MM00093ZC	Drink Domestic Regular Beer- 7+ Glasses- 1wk (Adult)	Alcohol & Tobacco
27	MM00130ZC	Drink Imported Beer- 1wk (Adult)	Alcohol & Tobacco
28	MM00130ZD	Drink Imported Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
29	MM00133ZC	Drink Imported Beer- 6mo (Adult)	Alcohol & Tobacco
30	MM00152ZC	Drink Low Calorie Domestic Beer- 1wk (Adult)	Alcohol & Tobacco
31	MM00152ZD	Drink Low Calorie Domestic Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
32	MM00155ZC	Drink Low Calorie Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
33	MM41647ZC	Drink Popular Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
34	MM41662ZC	Drink Premium Domestic Beer/Ale- 6mo (Adult)	Alcohol & Tobacco
35	MM00240ZC	Drink Super Premium Domestic Beer- 1wk (Adult)	Alcohol & Tobacco
36	MM00240ZD	Drink Super Premium Domestic Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
37	MM00243ZC	Drink Super Premium Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
38	MM50011ZC	Drink Amstel Light Beer- 6mo (Adult)	Alcohol & Tobacco
39	MM50018ZC	Drink Bud Ice Beer- 6mo (Adult)	Alcohol & Tobacco
40	MM60010ZC	Drink Bud Light Beer- 1wk (Adult)	Alcohol & Tobacco
41	MM60010ZD	Drink Bud Light Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
42	MM50020ZC	Drink Bud Light Beer- 6mo (Adult)	Alcohol & Tobacco
43	MM00045ZC	Drink Budweiser Beer- 1wk (Adult)	Alcohol & Tobacco
44	MM00045ZD	Drink Budweiser Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
45	MM50021ZC	Drink Budweiser Beer- 6mo (Adult)	Alcohol & Tobacco
46	MM50025ZC	Drink Coors Light Beer- 6mo (Adult)	Alcohol & Tobacco
47	MM50027ZC	Drink Corona Extra Beer- 6mo (Adult)	Alcohol & Tobacco
48	MM50028ZC	Drink Corona Light Beer- 6mo (Adult)	Alcohol & Tobacco
49	MM50029ZC	Drink Dos Equis Beer- 6mo (Adult)	Alcohol & Tobacco
50	MM50036ZC	Drink Guinness Draught Beer- 6mo (Adult)	Alcohol & Tobacco
51	MM50037ZC	Drink Guinness Stout Beer- 6mo (Adult)	Alcohol & Tobacco
52	MM50039ZC	Drink Heineken Beer- 6mo (Adult)	Alcohol & Tobacco
53	MM50047ZC	Drink Leinenkugel's Beer- 6mo (Adult)	Alcohol & Tobacco
54	MM50051ZC	Drink Michelob Ultra Beer- 6mo (Adult)	Alcohol & Tobacco
55	MM50056ZC	Drink Miller Lite Beer- 6mo (Adult)	Alcohol & Tobacco
56	MM50061ZC	Drink Negra Modelo Beer- 6mo (Adult)	Alcohol & Tobacco
57	MM50062ZC	Drink Newcastle Brown Beer- 6mo (Adult)	Alcohol & Tobacco
58	MM50063ZC	Drink Pabst Blue Ribbon Beer- 6mo (Adult)	Alcohol & Tobacco
59	MM50064ZC	Drink Pacifico Beer- 6mo (Adult)	Alcohol & Tobacco
60	MM50067ZC	Drink Rolling Rock Beer- 6mo (Adult)	Alcohol & Tobacco
61	MM50069ZC	Drink Sam Adams Beer- 6mo (Adult)	Alcohol & Tobacco
62	MM00216ZC	Drink Samuel Adams Beer- 1wk (Adult)	Alcohol & Tobacco
63	MM00216ZD	Drink Samuel Adams Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
64	MM50070ZC	Drink Shiner Bock Beer- 6mo (Adult)	Alcohol & Tobacco
65	MM50071ZC	Drink Sierra Nevada Beer- 6mo (Adult)	Alcohol & Tobacco
66	MM50073ZC	Drink Stella Artois Beer- 6mo (Adult)	Alcohol & Tobacco
67	MM50074ZC	Drink Tecate Beer- 6mo (Adult)	Alcohol & Tobacco
68	MM50076ZC	Drink Yuengling Beer- 6mo (Adult)	Alcohol & Tobacco
69	MM00033ZC	Drink Bourbon- 1mo (Adult)	Alcohol & Tobacco
70	MM00033ZD	Drink Bourbon- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
71	MM00036ZC	Drink Bourbon- 6mo (Adult)	Alcohol & Tobacco
72	MM41795ZC	Drink Any Brandy- Cognac- Cordials- Liqueurs- 6mo (Adult)	Alcohol & Tobacco
73	MM00076ZC	Drink Cordials/Liqueurs- 6mo (Adult)	Alcohol & Tobacco
74	MM00017ZC	Drink Baileys Irish Cream- 1mo (Adult)	Alcohol & Tobacco

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75	MM00017ZD	Drink Baileys Irish Cream- 1mo (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
76	MM00020ZC	Drink Baileys Irish Cream- 6mo (Adult)	Alcohol & Tobacco
77	MM00143ZC	Drink Kahlua Original- 6mo (Adult)	Alcohol & Tobacco
78	MM00114ZC	Drink Gin- 1mo (Adult)	Alcohol & Tobacco
79	MM00114ZD	Drink Gin- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
80	MM00117ZC	Drink Gin- 6mo (Adult)	Alcohol & Tobacco
81	MM41509ZC	Drink Tanqueray Gin- 1mo (Adult)	Alcohol & Tobacco
82	MM41509ZD	Drink Tanqueray Gin- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
83	MM41503ZC	Drink Mikes Hard Lemonade Cooler- 1mo (Adult)	Alcohol & Tobacco
84	MM41503ZD	Drink Mikes Hard Lemonade Cooler- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
85	MM00239ZC	Drink Smirnoff Ice Cooler- 6mo (Adult)	Alcohol & Tobacco
86	MM00212ZC	Drink Rum- 1mo (Adult)	Alcohol & Tobacco
87	MM00212ZD	Drink Rum- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
88	MM00215ZC	Drink Rum- 6mo (Adult)	Alcohol & Tobacco
89	MM41686ZC	Drink Capt. Morgan Spiced Rum- 1mo (Adult)	Alcohol & Tobacco
90	MM41686ZD	Drink Capt. Morgan Spiced Rum- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
91	MM00248ZC	Drink Tequila- 1mo (Adult)	Alcohol & Tobacco
92	MM00248ZD	Drink Tequila- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
93	MM00251ZC	Drink Tequila- 6mo (Adult)	Alcohol & Tobacco
94	MM00252ZC	Drink Vodka- 1mo (Adult)	Alcohol & Tobacco
95	MM00252ZD	Drink Vodka- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
96	MM00255ZC	Drink Vodka- 6mo (Adult)	Alcohol & Tobacco
97	MM41730ZC	Drink Grey Goose Vodka- 1mo (Adult)	Alcohol & Tobacco
98	MM41730ZD	Drink Grey Goose Vodka- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
99	MM41792ZC	Drink Any Whiskey- 6mo (Adult)	Alcohol & Tobacco
100	MM00052ZC	Drink Canadian Whiskey- 6mo (Adult)	Alcohol & Tobacco
101	MM41538ZC	Drink Jameson- 1mo (Adult)	Alcohol & Tobacco
102	MM41538ZD	Drink Jameson- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
103	MM00223ZC	Drink Scotch Whiskey- 6mo (Adult)	Alcohol & Tobacco
104	MM41793ZC	Drink Any Wines- 6mo (Adult)	Alcohol & Tobacco
105	MM00032ZC	Drink Beringer Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
106	MM41862ZC	Drink Kendall-Jackson Wine- 1wk (Adult)	Alcohol & Tobacco
107	MM41862ZD	Drink Kendall-Jackson Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
108	MM41864ZC	Drink Robert Mondavi Wine- 1wk (Adult)	Alcohol & Tobacco
109	MM41864ZD	Drink Robert Mondavi Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
110	MM00247ZC	Drink Sutter Home Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
111	MM07175ZC	Drink Australian Red Wine- 6mo (Adult)	Alcohol & Tobacco
112	MM07180ZC	Drink Australian White Wine- 6mo (Adult)	Alcohol & Tobacco
113	MM00102ZC	Drink Domestic Wine- 1wk (Adult)	Alcohol & Tobacco
114	MM00102ZD	Drink Domestic Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
115	MM00105ZC	Drink Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
116	MM00136ZC	Drink Imported Wine- 1wk (Adult)	Alcohol & Tobacco
117	MM00136ZD	Drink Imported Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
118	MM00139ZC	Drink Imported Wine- 6mo (Adult)	Alcohol & Tobacco
119	MM41533ZC	Drink Italian Red Wine- 1wk (Adult)	Alcohol & Tobacco
120	MM41533ZD	Drink Italian Red Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
121	MM50031ZC	Total Users of French Red Wine (Adult)	Alcohol & Tobacco
122	MM50032ZC	Total Users of French White Wine (Adult)	Alcohol & Tobacco
123	MM50034ZC	Total Users of German White Wine (Adult)	Alcohol & Tobacco
124	MM50041ZC	Total Users of Italian Red Wine (Adult)	Alcohol & Tobacco
125	MM50042ZC	Total Users of Italian White Wine (Adult)	Alcohol & Tobacco
126	MM50346ZC	Total Users of South American Red Wine (Adult)	Alcohol & Tobacco
127	MM50348ZC	Total Users of Spanish Red Wine (Adult)	Alcohol & Tobacco
128	MM00203ZC	Drink Port/Sherry/Dessert Wine- 6mo (Adult)	Alcohol & Tobacco
129	MM00053ZC	Drink Champagne/Sparkling Wines- 1mo (Adult)	Alcohol & Tobacco
130	MM00053ZD	Drink Champagne/Sparkling Wines- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
131	MM00056ZC	Drink Champagne/Sparkling Wines- 6mo (Adult)	Alcohol & Tobacco
132	MM41834ZC	Drink Other Champagne/Sparkling Wine- 1mo (Adult)	Alcohol & Tobacco
133	MM41834ZD	Drink Other Champagne/Sparkling Wine- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
134	MM41836ZC	Drink Premium Champagne/Sparkling Wine- 1mo (Adult)	Alcohol & Tobacco
135	MM41836ZD	Drink Premium Champagne/Sparkling Wine- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
136	MM00180ZC	Drink Mixed Drinks- 1mo (Adult)	Alcohol & Tobacco
137	MM00180ZD	Drink Mixed Drinks- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
138	MM00183ZC	Drink Mixed Drinks- 6mo (Adult)	Alcohol & Tobacco
139	MM41663ZC	Drink Prepared Mixed Drinks with Liquor- 1mo (Adult)	Alcohol & Tobacco
140	MM41663ZD	Drink Prepared Mixed Drinks with Liquor- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
141	MM41604ZC	Drink Bloody Mary- 1mo (Adult)	Alcohol & Tobacco
142	MM41604ZD	Drink Bloody Mary- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
143	MM41612ZC	Drink Gin & Tonic- 1mo (Adult)	Alcohol & Tobacco
144	MM41612ZD	Drink Gin & Tonic- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
145	MM42404ZC	Drink Jose Cuervo Authentic Margaritas with Liquor- 1mo (Adult)	Alcohol & Tobacco
146	MM42404ZD	Drink Jose Cuervo Authentic Margaritas with Liquor- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
147	MM41622ZC	Drink Margarita- 1mo (Adult)	Alcohol & Tobacco
148	MM41622ZD	Drink Margarita- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco

ORDER	VARIABLE	DESCRIPTION	CATEGORY
149	MM00004ZC	Buy Chewing Tobacco- 6mo (Adult)	Alcohol & Tobacco
150	MM00271ZC	Smoke Cigarettes- 1wk (Adult)	Alcohol & Tobacco
151	MM00271ZD	Smoke Cigarettes- 1wk (Adult): Demand Potential (Packs/1wk)	Alcohol & Tobacco
152	MM00274ZC	Smoke Cigarettes- 1yr (Adult)	Alcohol & Tobacco
153	MM00275ZC	Smoke Cigarettes- 7+ Packs- 1wk (Adult)	Alcohol & Tobacco
154	MM60228ZC	Smoke Cigarettes Total Brands: Other Marlboro (Adult)	Alcohol & Tobacco
155	MM60229ZC	Smoke Cigarettes Total Brands: Pall Mall (Adult)	Alcohol & Tobacco
156	MM00279ZC	Smoke Cigars- 6mo (Adult)	Alcohol & Tobacco
157	MM60230ZC	Smoke Cigars Total Brands: Black & Mild (Adult)	Alcohol & Tobacco
158	MM60231ZC	Smoke Cigars Total Brands: Other (Adult)	Alcohol & Tobacco
159	MM60232ZC	Smoke Cigars Total Brands: Swisher Sweets (Adult)	Alcohol & Tobacco
160	MM51001ZC	Smoke Marlboro Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
161	MM50343ZC	Smoke Menthol Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
162	MM50005ZC	Smoke Newport Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
163	MM50344ZC	Smoke Non-Menthol Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
164	MM00289ZC	Smoke Pipe Tobacco- 6mo (Adult)	Alcohol & Tobacco
165	MM42367ZC	Smoke Primarily/Only Menthol Cigarettes- 1yr (Adult)	Alcohol & Tobacco
166	MM42368ZC	Smoke Primarily/Only Non-menthol Cigarettes- 1yr (Adult)	Alcohol & Tobacco
167	MM60233ZC	Use Chewing & Smokeless Tobacco Total Types: Moist Smokeless/Snuff (Adult)	Alcohol & Tobacco
168	MM00298ZC	Use Cigarette Rolling Paper- 6mo (Adult)	Alcohol & Tobacco
169	MM50324ZC	Used Cold Turkey Smoking Cessation method- 1yr (Adult)	Alcohol & Tobacco
170	MM50323ZC	Used Smoking Cessation aid- 1yr (Adult)	Alcohol & Tobacco
171	MM00306ZC	Buy Aerobic/Fitness Shoes- 1yr (Adult)	Apparel & Jewelry
172	MM60264ZC	Buy Athletic Shoes- 1yr (Adult)	Apparel & Jewelry
173	MM60265ZC	Buy Baseball/Softball Shoes- 1yr (Adult)	Apparel & Jewelry
174	MM00314ZC	Buy Basketball Shoes- 1yr (Adult)	Apparel & Jewelry
175	MM60266ZC	Buy Boat/Deck Shoes- 1yr (Adult)	Apparel & Jewelry
176	MM00353ZC	Buy Cross Training Shoes- 1yr (Adult)	Apparel & Jewelry
177	MM60267ZC	Buy Golf Shoes- 1yr (Adult)	Apparel & Jewelry
178	MM60268ZC	Buy Hiking/Backpacking Boots- 1yr (Adult)	Apparel & Jewelry
179	MM00413ZC	Buy Running/Jogging Shoes- 1yr (Adult)	Apparel & Jewelry
180	MM60269ZC	Buy Soccer Shoes- 1yr (Adult)	Apparel & Jewelry
181	MM60270ZC	Buy Sports Sandals- 1yr (Adult)	Apparel & Jewelry
182	MM00421ZC	Buy Tennis Shoes- 1yr (Adult)	Apparel & Jewelry
183	MM00423ZC	Buy Walking Shoes- 1yr (Adult)	Apparel & Jewelry
184	MM00305ZC	Buy Adidas Shoes- 1yr (Adult)	Apparel & Jewelry
185	MM00313ZC	Buy Asics Shoes- 1yr (Adult)	Apparel & Jewelry
186	MM60271ZC	Buy Avia Shoes- 1yr (Adult)	Apparel & Jewelry
187	MM60272ZC	Buy Brooks Shoes- 1yr (Adult)	Apparel & Jewelry
188	MM08100ZC	Buy Converse Shoes- 1yr (Adult)	Apparel & Jewelry
189	MM60273ZC	Buy Easy Spirit Shoes- 1yr (Adult)	Apparel & Jewelry
190	MM41755ZC	Buy Jordan Shoes- 1yr (Adult)	Apparel & Jewelry
191	MM08105ZC	Buy K-Swiss Shoes- 1yr (Adult)	Apparel & Jewelry
192	MM50083ZC	Buy Merrell Shoes- 1yr (Adult)	Apparel & Jewelry
193	MM00408ZC	Buy New Balance Shoes- 1yr (Adult)	Apparel & Jewelry
194	MM00409ZC	Buy Nike Shoes- 1yr (Adult)	Apparel & Jewelry
195	MM60276ZC	Buy Other Athletic Shoes- 1yr (Adult)	Apparel & Jewelry
196	MM08090ZC	Buy Puma Shoes- 1yr (Adult)	Apparel & Jewelry
197	MM00411ZC	Buy Reebok Shoes- 1yr (Adult)	Apparel & Jewelry
198	MM60277ZC	Buy Any Saucony Shoes- 1yr (Adult)	Apparel & Jewelry
199	MM07280ZC	Buy Any Skechers Shoes- 1yr (Adult)	Apparel & Jewelry
200	MM00422ZC	Buy Timberland Shoes- 1yr (Adult)	Apparel & Jewelry
201	MM08055ZC	Buy Vans Shoes- 1yr (Adult)	Apparel & Jewelry
202	MM42424ZC	Buy Aerobic/Fitness Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
203	MM08120ZC	Buy Aerobic/Fitness Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
204	MM42425ZC	Buy Any Athletic Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
205	MM60279ZC	Buy Any Athletic Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
206	MM42427ZC	Buy Basketball Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
207	MM42428ZC	Buy Boat/Deck Shoes \$50+- 1yr (Adult)	Apparel & Jewelry
208	MM42429ZC	Buy Cross Training Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
209	MM08180ZC	Buy Cross Training Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
210	MM42430ZC	Buy Golf Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
211	MM42431ZC	Buy Hiking/Backpacking Boots- \$50+- 1yr (Adult)	Apparel & Jewelry
212	MM42432ZC	Buy Running/Jogging Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
213	MM08275ZC	Buy Running/Jogging Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
214	MM60280ZC	Buy Sports Sandals- <\$50- 1yr (Adult)	Apparel & Jewelry
215	MM42435ZC	Buy Tennis Shoes- \$50+ - 1yr (Adult)	Apparel & Jewelry
216	MM00490ZC	Buy Tennis Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
217	MM42436ZC	Buy Walking Shoes- \$50+ - 1yr (Adult)	Apparel & Jewelry
218	MM60281ZC	Buy Walking Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
219	MM00340ZC	Buy Children's Shoes- 6mo (Household)	Apparel & Jewelry
220	MM00340ZD	Buy Children's Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
221	MM60284ZC	Amount Spent Children's Shoes \$25 or Less - 6mo (Household)	Apparel & Jewelry
222	MM60285ZC	Amount Spent Children's Shoes \$26-\$50- 6mo (Household)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
223	MM60286ZC	Amount Spent Children's Shoes \$51-\$99- 6mo (Household)	Apparel & Jewelry
224	MM60282ZC	Amount Spent Children's Shoes \$100-\$199- 6mo (Household)	Apparel & Jewelry
225	MM60283ZC	Amount Spent Children's Shoes \$200 or more- 6mo (Household)	Apparel & Jewelry
226	MM00418ZC	Buy Shoes for Child 6-12 Years Old- 6mo (Household)	Apparel & Jewelry
227	MM00417ZC	Buy Shoes for Child 0-5 Years Old- 6mo (Household)	Apparel & Jewelry
228	MM00318ZC	Buy Children's Athletic Shoes- 6mo (Household)	Apparel & Jewelry
229	MM00318ZD	Buy Children's Athletic Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
230	MM00321ZC	Buy Children's Canvas Shoes- 6mo (Household)	Apparel & Jewelry
231	MM00321ZD	Buy Children's Canvas Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
232	MM00324ZC	Buy Children's Casual/Leisure Shoes- 6mo (Household)	Apparel & Jewelry
233	MM00324ZD	Buy Children's Casual/Leisure Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
234	MM00328ZC	Buy Children's Dress Shoes- 6mo (Household)	Apparel & Jewelry
235	MM00328ZD	Buy Children's Dress Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
236	MM00331ZC	Buy Children's Leather Shoes- 6mo (Household)	Apparel & Jewelry
237	MM00331ZD	Buy Children's Leather Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
238	MM00334ZC	Buy Children's Rain/Snow Boots- 6mo (Household)	Apparel & Jewelry
239	MM00334ZD	Buy Children's Rain/Snow Boots- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
240	MM00337ZC	Buy Children's Sandals- 6mo (Household)	Apparel & Jewelry
241	MM00337ZD	Buy Children's Sandals- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
242	MM00343ZC	Buy Children's Slippers- 6mo (Household)	Apparel & Jewelry
243	MM00343ZD	Buy Children's Slippers- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
244	MM60287ZC	Buy Children's Western Boots- 6mo (Household)	Apparel & Jewelry
245	MM60287ZD	Buy Children's Western Boots- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
246	MM60296ZC	Amount Spent on Clothing \$99 or Less- 1yr (Adult)	Apparel & Jewelry
247	MM60290ZC	Amount Spent on Clothing \$100 - \$299- 1yr (Adult)	Apparel & Jewelry
248	MM60294ZC	Amount Spent on Clothing \$300 - \$499- 1yr (Adult)	Apparel & Jewelry
249	MM60295ZC	Amount Spent on Clothing \$500 - \$999- 1yr (Adult)	Apparel & Jewelry
250	MM60289ZC	Amount Spent on Clothing \$1,000 - \$1,999- 1yr (Adult)	Apparel & Jewelry
251	MM60291ZC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (Adult)	Apparel & Jewelry
252	MM60292ZC	Amount Spent on Clothing \$2,000 or More- 1yr (Adult)	Apparel & Jewelry
253	MM60297ZC	Buy Clothing for Baby <1 Year Old, Any- 6mo (Household)	Apparel & Jewelry
254	MM60298ZC	Buy Clothing for Baby <1 Year Old, Any Outerwear- 6mo (Household)	Apparel & Jewelry
255	MM60299ZC	Buy Clothing for Baby <1 Year Old, Any Sleepwear- 6mo (Household)	Apparel & Jewelry
256	MM60300ZC	Buy Clothing for Baby <1 Year Old, Any Stretchies- 6mo (Household)	Apparel & Jewelry
257	MM60301ZC	Buy Clothing for Baby <1 Year Old, Any Underwear (ex Diapers)- 6mo (Household)	Apparel & Jewelry
258	MM00327ZC	Buy Children's Clothes- 6mo (Household)	Apparel & Jewelry
259	MM60302ZC	Buy Children's Clothes (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
260	MM60303ZC	Buy Children's Jeans/Slacks (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
261	MM60304ZC	Buy Children's Outerwear (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
262	MM60305ZC	Buy Children's Shorts (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
263	MM60306ZC	Buy Children's Sleepwear (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
264	MM60307ZC	Buy Children's Suits/Dresses (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
265	MM60308ZC	Buy Children's Sweatsuits (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
266	MM60309ZC	Buy Children's Tops/Shirts (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
267	MM60310ZC	Buy Children's Underwear (ex Diapers) (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
268	MM60311ZC	Buy Children's Clothes (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
269	MM60312ZC	Buy Children's Jeans/Slacks (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
270	MM60313ZC	Buy Children's Outerwear (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
271	MM60314ZC	Buy Children's Shorts (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
272	MM60315ZC	Buy Children's Sleepwear (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
273	MM60316ZC	Buy Children's Suits/Dresses (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
274	MM60317ZC	Buy Children's Sweatsuits (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
275	MM60318ZC	Buy Children's Tops/Shirts (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
276	MM60319ZC	Buy Children's Underwear (ex Diapers) (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
277	MM60320ZC	Buy Children's Clothes (Age 6-12 Years), Any- 6mo (Household)	Apparel & Jewelry
278	MM60321ZC	Buy Children's Jeans (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
279	MM60322ZC	Buy Children's Outerwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
280	MM60323ZC	Buy Children's Shorts (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
281	MM60324ZC	Buy Children's Slacks (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
282	MM60325ZC	Buy Children's Sleepwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
283	MM60326ZC	Buy Children's Suits/Dresses (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
284	MM60327ZC	Buy Children's Sweaters (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
285	MM60328ZC	Buy Children's Sweatsuits (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
286	MM60329ZC	Buy Children's Tops/Shirts (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
287	MM60330ZC	Buy Children's Underwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
288	MM60334ZC	Amount Spent on Children's Clothing \$50 or Less- 6mo (Household)	Apparel & Jewelry
289	MM60335ZC	Amount Spent on Children's Clothing \$51-\$99- 6mo (Household)	Apparel & Jewelry
290	MM60331ZC	Amount Spent on Children's Clothing \$100-\$199- 6mo (Household)	Apparel & Jewelry
291	MM60332ZC	Amount Spent on Children's Clothing \$200-\$399- 6mo (Household)	Apparel & Jewelry
292	MM60333ZC	Amount Spent on Children's Clothing \$400 or More- 6mo (Household)	Apparel & Jewelry
293	MM00349ZC	Buy Costume Bracelet- 1yr (Adult)	Apparel & Jewelry
294	MM00350ZC	Buy Costume Earrings- 1yr (Adult)	Apparel & Jewelry
295	MM00351ZC	Buy Costume Necklace- 1yr (Adult)	Apparel & Jewelry
296	MM41539ZC	Use Barber Shop- 6mo (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
297	MM41540ZC	Use Beauty Parlor/Salon- 6mo (Adult)	Apparel & Jewelry
298	MM00474ZC	Dry Cleaning- \$100+- 6mo (Adult)	Apparel & Jewelry
299	MM00475ZC	Use Dry Cleaning- 6mo (Adult)	Apparel & Jewelry
300	MM00476ZC	Use Laundry/Laundromat- 6mo (Adult)	Apparel & Jewelry
301	MM00358ZC	Buy Fine Bracelet- 1yr (Adult)	Apparel & Jewelry
302	MM60337ZC	Buy Fine Diamond Jewelry- 1yr (Adult)	Apparel & Jewelry
303	MM60338ZC	Buy Fine Gold Jewelry- 1yr (Adult)	Apparel & Jewelry
304	MM00362ZC	Buy Fine Necklace- 1yr (Adult)	Apparel & Jewelry
305	MM60339ZC	Buy Fine Other Jewelry- 1yr (Adult)	Apparel & Jewelry
306	MM00363ZC	Buy Any Ring- 1yr (Adult)	Apparel & Jewelry
307	MM60340ZC	Buy Fine Sterling Jewelry- 1yr (Adult)	Apparel & Jewelry
308	MM00360ZC	Buy Fine Jewelry- \$400+- 1yr (Adult)	Apparel & Jewelry
309	MM50349ZC	Buy Any Fine Jewelry- 1yr Any (Adult)	Apparel & Jewelry
310	MM50079ZC	Buy Any Jewelry or Watch- 1yr (Adult)	Apparel & Jewelry
311	MM00405ZC	Buy Men's T-Shirt (Not Undershirt)- 1yr (Adult)	Apparel & Jewelry
312	MM60341ZC	Buy Men's Casual/Non-Business Suit- 1yr (Adult)	Apparel & Jewelry
313	MM60342ZC	Buy Men's Big Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
314	MM60343ZC	Buy Any Men's Clothing- 1yr (Adult)	Apparel & Jewelry
315	MM00367ZC	Buy Men's All-Weather Coat- 1yr (Adult)	Apparel & Jewelry
316	MM00368ZC	Buy Men's Belt- 1yr (Adult)	Apparel & Jewelry
317	MM00371ZC	Buy Men's Business Suit- 1yr (Adult)	Apparel & Jewelry
318	MM00374ZC	Buy Men's Casual Slacks- 1yr (Adult)	Apparel & Jewelry
319	MM60344ZC	Buy Men's Cloth Handkerchiefs- 1yr (Adult)	Apparel & Jewelry
320	MM00377ZC	Buy Men's Designer Jeans- 1yr (Adult)	Apparel & Jewelry
321	MM00380ZC	Buy Men's Dress Shirt- 1yr (Adult)	Apparel & Jewelry
322	MM00383ZC	Buy Men's Dress Slacks- 1yr (Adult)	Apparel & Jewelry
323	MM00385ZC	Buy Men's Gloves- 1yr (Adult)	Apparel & Jewelry
324	MM60345ZC	Buy Men's Hat- 1yr (Adult)	Apparel & Jewelry
325	MM00388ZC	Buy Men's Jeans- 1yr (Adult)	Apparel & Jewelry
326	MM00389ZC	Buy Men's Lightweight Jacket- 1yr (Adult)	Apparel & Jewelry
327	MM00390ZC	Buy Men's Necktie- 1yr (Adult)	Apparel & Jewelry
328	MM00391ZC	Buy Men's Nightwear- 1yr (Adult)	Apparel & Jewelry
329	MM00392ZC	Buy Men's Overcoat- 1yr (Adult)	Apparel & Jewelry
330	MM60347ZC	Buy Men's Parka- 1yr (Adult)	Apparel & Jewelry
331	MM60348ZC	Buy Men's Ski Jacket- 1yr (Adult)	Apparel & Jewelry
332	MM60349ZC	Buy Men's Socks- 1yr (Adult)	Apparel & Jewelry
333	MM00395ZC	Buy Men's Sports Jacket- 1yr (Adult)	Apparel & Jewelry
334	MM00398ZC	Buy Men's Sports Shirt- 1yr (Adult)	Apparel & Jewelry
335	MM00401ZC	Buy Men's Sweater- 1yr (Adult)	Apparel & Jewelry
336	MM00402ZC	Buy Men's Sweatpants- 1yr (Adult)	Apparel & Jewelry
337	MM00403ZC	Buy Men's Sweatshirt- 1yr (Adult)	Apparel & Jewelry
338	MM00404ZC	Buy Men's Swimsuit- 1yr (Adult)	Apparel & Jewelry
339	MM60350ZC	Buy Any Men's Low Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
340	MM00406ZC	Buy Men's Underwear- 1yr (Adult)	Apparel & Jewelry
341	MM00407ZC	Buy Men's Wallet- 1yr (Adult)	Apparel & Jewelry
342	MM60351ZC	Buy Men's Belt- <\$100- 1yr (Adult)	Apparel & Jewelry
343	MM00372ZC	Buy Men's Casual Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
344	MM00373ZC	Buy Men's Casual Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
345	MM60352ZC	Buy Men's Cloth Handkerchiefs <\$100- 1yr (Adult)	Apparel & Jewelry
346	MM00375ZC	Buy Men's Designer Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
347	MM00376ZC	Buy Men's Designer Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
348	MM00378ZC	Buy Men's Dress Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
349	MM00379ZC	Buy Men's Dress Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
350	MM00381ZC	Buy Men's Dress Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
351	MM00382ZC	Buy Men's Dress Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
352	MM60353ZC	Buy Men's Gloves- <\$100- 1yr (Adult)	Apparel & Jewelry
353	MM60354ZC	Buy Men's Hat- <\$100- 1yr (Adult)	Apparel & Jewelry
354	MM00386ZC	Buy Men's Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
355	MM00387ZC	Buy Men's Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
356	MM60355ZC	Buy Men's Lightweight Jacket- <\$100- 1yr (Adult)	Apparel & Jewelry
357	MM60356ZC	Buy Men's Necktie- <\$100- 1yr (Adult)	Apparel & Jewelry
358	MM60357ZC	Buy Men's Nightwear- <\$100- 1yr (Adult)	Apparel & Jewelry
359	MM60358ZC	Buy Men's Socks- <\$100- 1yr (Adult)	Apparel & Jewelry
360	MM00396ZC	Buy Men's Sports Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
361	MM00397ZC	Buy Men's Sports Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
362	MM00399ZC	Buy Men's Sweater- \$100+- 1yr (Adult)	Apparel & Jewelry
363	MM00400ZC	Buy Men's Sweater- <\$100- 1yr (Adult)	Apparel & Jewelry
364	MM60359ZC	Buy Men's Sweatpants- <\$100- 1yr (Adult)	Apparel & Jewelry
365	MM60360ZC	Buy Men's Sweatshirt- <\$100- 1yr (Adult)	Apparel & Jewelry
366	MM60361ZC	Buy Men's Swimsuit- <\$100- 1yr (Adult)	Apparel & Jewelry
367	MM60362ZC	Amount Spent Big Ticket Men's Clothing \$100-\$199- 6mo (Adult)	Apparel & Jewelry
368	MM60363ZC	Amount Spent Big Ticket Men's Clothing \$200-\$299- 6mo (Adult)	Apparel & Jewelry
369	MM60364ZC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (Adult)	Apparel & Jewelry
370	MM60365ZC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
371	MM60366ZC	Buy Men's Underwear- <\$100- 1yr (Adult)	Apparel & Jewelry
372	MM60367ZC	Buy Men's Wallet- <\$100- 1yr (Adult)	Apparel & Jewelry
373	MM60368ZC	Buy Men's T-Shirt (Not Undershirt)- \$100 or More- 1yr (Adult)	Apparel & Jewelry
374	MM60369ZC	Buy Men's T-Shirt (Not Undershirt)- <\$100- 1yr (Adult)	Apparel & Jewelry
375	MM60370ZC	Buy Mens' Armani Clothing- 1yr (Adult)	Apparel & Jewelry
376	MM60371ZC	Buy Mens' Banana Republic Clothing- 1yr (Adult)	Apparel & Jewelry
377	MM60372ZC	Buy Mens' Brooks Brothers Clothing- 1yr (Adult)	Apparel & Jewelry
378	MM60373ZC	Buy Mens' Calvin Klein Clothing- 1yr (Adult)	Apparel & Jewelry
379	MM65000ZC	Buy Mens' Champion Clothing- 1yr (Adult)	Apparel & Jewelry
380	MM60374ZC	Buy Mens' DKNY Clothing- 1yr (Adult)	Apparel & Jewelry
381	MM60375ZC	Buy Mens' Dockers Clothing- 1yr (Adult)	Apparel & Jewelry
382	MM60376ZC	Buy Mens' Eddie Bauer Clothing- 1yr (Adult)	Apparel & Jewelry
383	MM60377ZC	Buy Mens' Express Clothing- 1yr (Adult)	Apparel & Jewelry
384	MM60378ZC	Buy Mens' H&M Clothing- 1yr (Adult)	Apparel & Jewelry
385	MM60379ZC	Buy Mens' Hagggar Clothing- 1yr (Adult)	Apparel & Jewelry
386	MM60380ZC	Buy Mens' Hanes Clothing- 1yr (Adult)	Apparel & Jewelry
387	MM60381ZC	Buy Mens' Kenneth Cole Clothing- 1yr (Adult)	Apparel & Jewelry
388	MM60382ZC	Buy Mens' Lands' End Clothing- 1yr (Adult)	Apparel & Jewelry
389	MM60383ZC	Buy Mens' Lee Clothing- 1yr (Adult)	Apparel & Jewelry
390	MM60384ZC	Buy Mens' Levi's Clothing- 1yr (Adult)	Apparel & Jewelry
391	MM60385ZC	Buy Mens' Nautica Clothing- 1yr (Adult)	Apparel & Jewelry
392	MM65001ZC	Buy Mens' Nike Clothing- 1yr (Adult)	Apparel & Jewelry
393	MM60386ZC	Buy Mens' Old Navy Clothing- 1yr (Adult)	Apparel & Jewelry
394	MM60387ZC	Buy Mens' Other Clothing- 1yr (Adult)	Apparel & Jewelry
395	MM60388ZC	Buy Mens' Polo Clothing- 1yr (Adult)	Apparel & Jewelry
396	MM60389ZC	Buy Mens' Ralph Lauren Clothing- 1yr (Adult)	Apparel & Jewelry
397	MM65002ZC	Buy Mens' Reebok Clothing- 1yr (Adult)	Apparel & Jewelry
398	MM60390ZC	Buy Mens' The Gap Clothing- 1yr (Adult)	Apparel & Jewelry
399	MM60391ZC	Buy Mens' Tommy Hilfiger Clothing- 1yr (Adult)	Apparel & Jewelry
400	MM60392ZC	Buy Mens' Wrangler Clothing- 1yr (Adult)	Apparel & Jewelry
401	MM00346ZC	Buy Clothing by Internet- 1yr (Adult)	Apparel & Jewelry
402	MM00364ZC	Buy Jewelry/Watches by Internet- 1yr (Adult)	Apparel & Jewelry
403	MM00415ZC	Buy Shoes/Footwear by Internet- 1yr (Adult)	Apparel & Jewelry
404	MM42420ZC	Buy Clothing/Apparel by Mail/Phone- 1yr (Adult)	Apparel & Jewelry
405	MM42422ZC	Buy Shoes/Footwear by Mail/Phone- 1yr (Adult)	Apparel & Jewelry
406	MM00311ZC	Buy Any Shoes (Not Athletic)- 1yr (Adult)	Apparel & Jewelry
407	MM00315ZC	Buy Canvas Shoes- 1yr (Adult)	Apparel & Jewelry
408	MM00317ZC	Buy Casual/Leisure Shoes- 1yr (Adult)	Apparel & Jewelry
409	MM00354ZC	Buy Dress Boots- 1yr (Adult)	Apparel & Jewelry
410	MM00355ZC	Buy Dress Shoes- 1yr (Adult)	Apparel & Jewelry
411	MM00410ZC	Buy Other Work Shoes- 1yr (Adult)	Apparel & Jewelry
412	MM60393ZC	Buy Other Type of Shoes- 1yr (Adult)	Apparel & Jewelry
413	MM00414ZC	Buy Sandals- 1yr (Adult)	Apparel & Jewelry
414	MM00426ZC	Buy Western Boots- 1yr (Adult)	Apparel & Jewelry
415	MM00473ZC	Buy Work Boots- 1yr (Adult)	Apparel & Jewelry
416	MM42441ZC	Buy Aerosoles Shoes- 1yr (Adult)	Apparel & Jewelry
417	MM50350ZC	Buy ALDO Shoes- 1yr (Adult)	Apparel & Jewelry
418	MM51002ZC	Buy Born Shoes- 1yr (Adult)	Apparel & Jewelry
419	MM42442ZC	Buy Coach Shoes- 1yr (Adult)	Apparel & Jewelry
420	MM42443ZC	Buy Cole Haan Shoes- 1yr (Adult)	Apparel & Jewelry
421	MM50081ZC	Buy Crocs Shoes- 1yr (Adult)	Apparel & Jewelry
422	MM42444ZC	Buy Kenneth Cole Shoes- 1yr (Adult)	Apparel & Jewelry
423	MM42445ZC	Buy Naturalizer Shoes- 1yr (Adult)	Apparel & Jewelry
424	MM42447ZC	Buy Nine West Shoes- 1yr (Adult)	Apparel & Jewelry
425	MM42448ZC	Buy Other Brand of Shoes- 1yr (Adult)	Apparel & Jewelry
426	MM42449ZC	Buy Rockport Shoes- 1yr (Adult)	Apparel & Jewelry
427	MM42450ZC	Buy Skechers Shoes- 1yr (Adult)	Apparel & Jewelry
428	MM42451ZC	Buy Sperry Shoes- 1yr (Adult)	Apparel & Jewelry
429	MM42452ZC	Buy Steve Madden Shoes- 1yr (Adult)	Apparel & Jewelry
430	MM42453ZC	Buy UGG Shoes- 1yr (Adult)	Apparel & Jewelry
431	MM60394ZC	Buy Any Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
432	MM60395ZC	Buy Any Shoes <\$50- 1yr (Household)	Apparel & Jewelry
433	MM60396ZC	Buy Canvas Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
434	MM60397ZC	Buy Canvas Shoes <\$50- 1yr (Household)	Apparel & Jewelry
435	MM60398ZC	Buy Casual/Leisure Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
436	MM60399ZC	Buy Casual/Leisure Shoes <\$50- 1yr (Household)	Apparel & Jewelry
437	MM60400ZC	Buy Dress Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
438	MM60401ZC	Buy Dress Boots <\$50- 1yr (Household)	Apparel & Jewelry
439	MM60402ZC	Buy Dress Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
440	MM60403ZC	Buy Dress Shoes <\$50- 1yr (Household)	Apparel & Jewelry
441	MM60404ZC	Buy Other Work Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
442	MM60405ZC	Buy Other Work Shoes <\$50- 1yr (Household)	Apparel & Jewelry
443	MM60406ZC	Buy Other Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
444	MM60407ZC	Buy Other Shoes <\$50- 1yr (Household)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
445	MM60408ZC	Buy Sandals <\$50- 1yr (Household)	Apparel & Jewelry
446	MM60411ZC	Buy Western Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
447	MM60412ZC	Buy Work Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
448	MM60413ZC	Buy Work Boots <\$50- 1yr (Household)	Apparel & Jewelry
449	MM42437ZC	Buy Any Watch- 1yr (Adult)	Apparel & Jewelry
450	MM60414ZC	Own Watch (Adult)	Apparel & Jewelry
451	MM42438ZC	Buy Casual Watch- 1yr (Adult)	Apparel & Jewelry
452	MM42439ZC	Buy Dress Watch- 1yr (Adult)	Apparel & Jewelry
453	MM42440ZC	Buy Sport Watch- 1yr (Adult)	Apparel & Jewelry
454	MM00424ZC	Buy Watches- \$300+- 1yr (Adult)	Apparel & Jewelry
455	MM00425ZC	Buy Watches- <\$300- 1yr (Adult)	Apparel & Jewelry
456	MM60415ZC	Buy Any Women's Clothing- 1yr (Adult)	Apparel & Jewelry
457	MM60416ZC	Buy Women's Belt- 1yr (Adult)	Apparel & Jewelry
458	MM00427ZC	Buy Women's Blazer- 1yr (Adult)	Apparel & Jewelry
459	MM00428ZC	Buy Women's Blouse/Shirt- 1yr (Adult)	Apparel & Jewelry
460	MM00431ZC	Buy Women's Brassiere- 1yr (Adult)	Apparel & Jewelry
461	MM00434ZC	Buy Women's Casual Slacks- 1yr (Adult)	Apparel & Jewelry
462	MM00435ZC	Buy Women's Cloth Coat- 1yr (Adult)	Apparel & Jewelry
463	MM00438ZC	Buy Women's Designer Jeans- 1yr (Adult)	Apparel & Jewelry
464	MM00442ZC	Buy Women's Dress- 1yr (Adult)	Apparel & Jewelry
465	MM00441ZC	Buy Women's Dress Slacks- 1yr (Adult)	Apparel & Jewelry
466	MM00445ZC	Buy Women's Evening Dress- 1yr (Adult)	Apparel & Jewelry
467	MM00446ZC	Buy Women's Fur Coat/Jacket/Stole- 1yr (Adult)	Apparel & Jewelry
468	MM00447ZC	Buy Women's Gloves- 1yr (Adult)	Apparel & Jewelry
469	MM60417ZC	Buy Women's Hat- 1yr (Adult)	Apparel & Jewelry
470	MM00450ZC	Buy Women's Jeans- 1yr (Adult)	Apparel & Jewelry
471	MM60419ZC	Buy Women's Leather Coat, Jacket- 1yr (Adult)	Apparel & Jewelry
472	MM00366ZC	Buy Maternity Clothes- 1yr (Adult)	Apparel & Jewelry
473	MM00451ZC	Buy Women's Nightwear- 1yr (Adult)	Apparel & Jewelry
474	MM00452ZC	Buy Women's Pants Suit- 1yr (Adult)	Apparel & Jewelry
475	MM60420ZC	Buy Women's Parka- 1yr (Adult)	Apparel & Jewelry
476	MM00455ZC	Buy Women's Purse/Handbag- 1yr (Adult)	Apparel & Jewelry
477	MM00456ZC	Buy Women's Raincoat- 1yr (Adult)	Apparel & Jewelry
478	MM60421ZC	Buy Women's Ski Jacket- 1yr (Adult)	Apparel & Jewelry
479	MM00459ZC	Buy Women's Skirts- 1yr (Adult)	Apparel & Jewelry
480	MM60418ZC	Buy Women's Socks- 1yr (Adult)	Apparel & Jewelry
481	MM00461ZC	Buy Women's Sports Bra- 1yr (Adult)	Apparel & Jewelry
482	MM00465ZC	Buy Women's Sweater- 1yr (Adult)	Apparel & Jewelry
483	MM00468ZC	Buy Women's Sweatpants- 1yr (Adult)	Apparel & Jewelry
484	MM00469ZC	Buy Women's Sweatshirt- 1yr (Adult)	Apparel & Jewelry
485	MM00470ZC	Buy Women's Swimsuit- 1yr (Adult)	Apparel & Jewelry
486	MM00471ZC	Buy Women's T-Shirt- 1yr (Adult)	Apparel & Jewelry
487	MM00472ZC	Buy Women's Underpants- 1yr (Adult)	Apparel & Jewelry
488	MM60422ZC	Buy Any Women's Big Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
489	MM60423ZC	Buy Any Women's Low Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
490	MM60424ZC	Buy Women's Belt- <\$100- 1yr (Adult)	Apparel & Jewelry
491	MM00429ZC	Buy Women's Blouses/Shirts- \$100+- 1yr (Adult)	Apparel & Jewelry
492	MM00430ZC	Buy Women's Blouses/Shirts- <\$100- 1yr (Adult)	Apparel & Jewelry
493	MM00432ZC	Buy Women's Casual Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
494	MM00433ZC	Buy Women's Casual Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
495	MM00436ZC	Buy Women's Designer Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
496	MM00437ZC	Buy Women's Designer Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
497	MM00439ZC	Buy Women's Dress Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
498	MM00443ZC	Buy Women's Dresses- \$100+- 1yr (Adult)	Apparel & Jewelry
499	MM00444ZC	Buy Women's Dresses- <\$100- 1yr (Adult)	Apparel & Jewelry
500	MM60427ZC	Buy Women's Gloves- <\$100- 1yr (Adult)	Apparel & Jewelry
501	MM60428ZC	Buy Women's Hat- <\$100- 1yr (Adult)	Apparel & Jewelry
502	MM00448ZC	Buy Women's Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
503	MM00449ZC	Buy Women's Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
504	MM60429ZC	Buy Women's Nightwear- \$100+- 1yr (Adult)	Apparel & Jewelry
505	MM60430ZC	Buy Women's Nightwear- <\$100- 1yr (Adult)	Apparel & Jewelry
506	MM00453ZC	Buy Women's Purse/Handbag- \$100+- 1yr (Adult)	Apparel & Jewelry
507	MM00454ZC	Buy Women's Purse/Handbag- <\$100- 1yr (Adult)	Apparel & Jewelry
508	MM00458ZC	Buy Women's Skirts- <\$100- 1yr (Adult)	Apparel & Jewelry
509	MM60431ZC	Buy Women's Socks- +\$100- 1yr (Adult)	Apparel & Jewelry
510	MM60432ZC	Buy Women's Socks- <\$100- 1yr (Adult)	Apparel & Jewelry
511	MM00466ZC	Buy Women's Sweaters- \$100+- 1yr (Adult)	Apparel & Jewelry
512	MM00467ZC	Buy Women's Sweaters- <\$100- 1yr (Adult)	Apparel & Jewelry
513	MM60433ZC	Buy Women's Sweatpants- \$100+- 1yr (Adult)	Apparel & Jewelry
514	MM60434ZC	Buy Women's Sweatpants- <\$100- 1yr (Adult)	Apparel & Jewelry
515	MM60436ZC	Buy Women's Sweatshirt- <\$100- 1yr (Adult)	Apparel & Jewelry
516	MM60437ZC	Buy Women's Swimsuit- \$100+- 1yr (Adult)	Apparel & Jewelry
517	MM60438ZC	Buy Women's Swimsuit- <\$100- 1yr (Adult)	Apparel & Jewelry
518	MM60439ZC	Buy Any Women's Low Ticket Clothing - \$1,000 or More- 1yr (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
519	MM60440ZC	Buy Women's T-Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
520	MM60441ZC	Buy Women's T-Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
521	MM60445ZC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (Adult)	Apparel & Jewelry
522	MM60442ZC	Amount Spent Big Ticket Women's Clothing \$100-\$199- 6mo (Adult)	Apparel & Jewelry
523	MM60443ZC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (Adult)	Apparel & Jewelry
524	MM60444ZC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (Adult)	Apparel & Jewelry
525	MM60446ZC	Buy Women's Alfred Dunner Clothing- 1yr (Adult)	Apparel & Jewelry
526	MM60447ZC	Buy Women's Ann Taylor Clothing- 1yr (Adult)	Apparel & Jewelry
527	MM60448ZC	Buy Women's Banana Republic Clothing- 1yr (Adult)	Apparel & Jewelry
528	MM60449ZC	Buy Women's Calvin Klein Clothing- 1yr (Adult)	Apparel & Jewelry
529	MM65003ZC	Buy Women's Champion Clothing- 1yr (Adult)	Apparel & Jewelry
530	MM60450ZC	Buy Women's DKNY Clothing- 1yr (Adult)	Apparel & Jewelry
531	MM60451ZC	Buy Women's Dockers Clothing- 1yr (Adult)	Apparel & Jewelry
532	MM60452ZC	Buy Women's Eddie Bauer Clothing- 1yr (Adult)	Apparel & Jewelry
533	MM60453ZC	Buy Women's Express Clothing- 1yr (Adult)	Apparel & Jewelry
534	MM60454ZC	Buy Women's Guess Clothing- 1yr (Adult)	Apparel & Jewelry
535	MM60455ZC	Buy Women's H&M Clothing- 1yr (Adult)	Apparel & Jewelry
536	MM60456ZC	Buy Women's Hanes Clothing- 1yr (Adult)	Apparel & Jewelry
537	MM60457ZC	Buy Women's Jones New York Clothing- 1yr (Adult)	Apparel & Jewelry
538	MM60459ZC	Buy Women's Kenneth Cole Clothing- 1yr (Adult)	Apparel & Jewelry
539	MM60460ZC	Buy Women's Lee Clothing- 1yr (Adult)	Apparel & Jewelry
540	MM60461ZC	Buy Women's Levi's Clothing- 1yr (Adult)	Apparel & Jewelry
541	MM60462ZC	Buy Women's Liz Claiborne Clothing- 1yr (Adult)	Apparel & Jewelry
542	MM60463ZC	Buy Women's Lucky Brand Clothing- 1yr (Adult)	Apparel & Jewelry
543	MM60464ZC	Buy Women's New York & Company Clothing- 1yr (Adult)	Apparel & Jewelry
544	MM65004ZC	Buy Women's Nike Clothing- 1yr (Adult)	Apparel & Jewelry
545	MM60465ZC	Buy Women's Old Navy Clothing- 1yr (Adult)	Apparel & Jewelry
546	MM60466ZC	Buy Women's Other Clothing- 1yr (Adult)	Apparel & Jewelry
547	MM60467ZC	Buy Women's Polo Clothing- 1yr (Adult)	Apparel & Jewelry
548	MM60468ZC	Buy Women's Ralph Lauren Clothing- 1yr (Adult)	Apparel & Jewelry
549	MM65005ZC	Buy Women's Reebok Clothing- 1yr (Adult)	Apparel & Jewelry
550	MM60469ZC	Buy Women's Sag Harbor Clothing- 1yr (Adult)	Apparel & Jewelry
551	MM60470ZC	Buy Women's Talbots Clothing- 1yr (Adult)	Apparel & Jewelry
552	MM60471ZC	Buy Women's The Gap Clothing- 1yr (Adult)	Apparel & Jewelry
553	MM60472ZC	Buy Women's Tommy Hilfiger Clothing- 1yr (Adult)	Apparel & Jewelry
554	MM60473ZC	Buy Women's Wrangler Clothing- 1yr (Adult)	Apparel & Jewelry
555	MM51016ZC	Amount Spent on Most Recent Purchase/Lease (Under \$10,000) (Household)	Automotive Products
556	MM51022ZC	Amount Spent on Most Recent Purchase/Lease (\$10,000 - \$14,999) (Household)	Automotive Products
557	MM50622ZC	Amount Spent on Most Recent Purchase/Lease (\$15,000 - \$19,999) (Household)	Automotive Products
558	MM51023ZC	Amount Spent on Most Recent Purchase/Lease (\$20,000 - \$29,999) (Household)	Automotive Products
559	MM51020ZC	Amount Spent on Most Recent Purchase/Lease (\$30,000 - \$39,999) (Household)	Automotive Products
560	MM50619ZC	Amount Spent on Most Recent Purchase/Lease (\$40,000 - \$49,999) (Household)	Automotive Products
561	MM51021ZC	Amount Spent on Most Recent Purchase/Lease (\$50,000 or more) (Household)	Automotive Products
562	MM51015ZC	Amount Spent on 2nd Most Recent Purchase/Lease (Under \$10,000) (Household)	Automotive Products
563	MM51017ZC	Amount Spent on 2nd Most Recent Purchase/Lease (\$10,000 - \$14,999) (Household)	Automotive Products
564	MM51018ZC	Amount Spent on 2nd Most Recent Purchase/Lease (\$15,000 - \$19,999) (Household)	Automotive Products
565	MM51019ZC	Amount Spent on 2nd Most Recent Purchase/Lease (\$20,000 - \$29,999) (Household)	Automotive Products
566	MM51038ZC	Amount Spent on 2nd Most Recent Purchase/Lease (\$30,000 - \$39,999) (Household)	Automotive Products
567	MM50625ZC	Amount Spent on 2nd Most Recent Purchase/Lease (\$40,000 - \$49,999) (Household)	Automotive Products
568	MM60486ZC	Any Vehicle Lease 36 months (Household)	Automotive Products
569	MM60496ZC	Bought Most Recent Vehicle (Household)	Automotive Products
570	MM60497ZC	Bought Second Most Recent Vehicle (Household)	Automotive Products
571	MM60498ZC	Bought/Lease Most Recent Vehicle: BMW (Household)	Automotive Products
572	MM60499ZC	Bought/Lease Most Recent Vehicle: Buick (Household)	Automotive Products
573	MM60500ZC	Bought/Lease Most Recent Vehicle: Chevrolet (Household)	Automotive Products
574	MM60501ZC	Bought/Lease Most Recent Vehicle: Chrysler (Household)	Automotive Products
575	MM60517ZC	Bought/Lease Most Recent Vehicle: Cadillac (Household)	Automotive Products
576	MM60502ZC	Bought/Lease Most Recent Vehicle: Dodge (Household)	Automotive Products
577	MM60503ZC	Bought/Lease Most Recent Vehicle: Ford (Household)	Automotive Products
578	MM60504ZC	Bought/Lease Most Recent Vehicle: GMC (Household)	Automotive Products
579	MM60505ZC	Bought/Lease Most Recent Vehicle: Honda (Household)	Automotive Products
580	MM60506ZC	Bought/Lease Most Recent Vehicle: Hyundai (Household)	Automotive Products
581	MM60507ZC	Bought/Lease Most Recent Vehicle: Jeep (Household)	Automotive Products
582	MM60508ZC	Bought/Lease Most Recent Vehicle: Kia (Household)	Automotive Products
583	MM60509ZC	Bought/Lease Most Recent Vehicle: Lexus (Household)	Automotive Products
584	MM60510ZC	Bought/Lease Most Recent Vehicle: Mazda (Household)	Automotive Products
585	MM60512ZC	Bought/Lease Most Recent Vehicle: Nissan (Household)	Automotive Products
586	MM60513ZC	Bought/Lease Most Recent Vehicle: Pontiac (Household)	Automotive Products
587	MM60514ZC	Bought/Lease Most Recent Vehicle: Subaru (Household)	Automotive Products
588	MM60515ZC	Bought/Lease Most Recent Vehicle: Toyota (Household)	Automotive Products
589	MM60516ZC	Bought/Lease Most Recent Vehicle: Volkswagen (Household)	Automotive Products
590	MM41575ZC	Bought/Lease New Acura/Infiniti/Lexus (Household)	Automotive Products
591	MM41576ZC	Bought/Lease New Buick (Household)	Automotive Products
592	MM41578ZC	Bought/Lease New Chevrolet (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
593	MM41579ZC	Bought/Lease New Chrysler (Household)	Automotive Products
594	MM41580ZC	Bought/Lease New Dodge (Household)	Automotive Products
595	MM41581ZC	Bought/Lease New Ford (Household)	Automotive Products
596	MM41582ZC	Bought/Lease New GMC (Household)	Automotive Products
597	MM41583ZC	Bought/Lease New Honda (Household)	Automotive Products
598	MM41584ZC	Bought/Lease New Hyundai (Household)	Automotive Products
599	MM41587ZC	Bought/Lease New Nissan (Household)	Automotive Products
600	MM41590ZC	Bought/Lease New Subaru (Household)	Automotive Products
601	MM41591ZC	Bought/Lease New Toyota (Household)	Automotive Products
602	MM41542ZC	Bought/Lease New - Size- Compact Car (Household)	Automotive Products
603	MM41543ZC	Bought/Lease New - Size- Compact Pickup (Household)	Automotive Products
604	MM41544ZC	Bought/Lease New - Size- Compact Sport/Utility (Household)	Automotive Products
605	MM41545ZC	Bought/Lease New - Size- Full-size Pickup (Household)	Automotive Products
606	MM41547ZC	Bought/Lease New - Size- Intermediate Car (Household)	Automotive Products
607	MM41548ZC	Bought/Lease New - Size- Luxury Car (Household)	Automotive Products
608	MM42501ZC	Bought/Lease New - Size- Mid-Size Sport/Utility (Household)	Automotive Products
609	MM41549ZC	Bought/Lease New - Size- Standard Car (Household)	Automotive Products
610	MM41550ZC	Bought/Lease New - Size- Sub-compact Car (Household)	Automotive Products
611	MM41551ZC	Bought/Lease New - Size- Van/Minivan (Household)	Automotive Products
612	MM41553ZC	Bought/Lease New - Type- Coupe/Sports Coupe/2 door (Household)	Automotive Products
613	MM41557ZC	Bought/Lease New - Type- Sedan/Hard Top/4 door (Household)	Automotive Products
614	MM41554ZC	Bought/Lease New - Type- SUV (Household)	Automotive Products
615	MM41555ZC	Bought/Lease New - Type- SUV/Truck/Van/Minivan (Household)	Automotive Products
616	MM41559ZC	Bought/Lease New - Type- Truck (2 door) (Household)	Automotive Products
617	MM41560ZC	Bought/Lease New - Type- Truck (2 or 4 door) (Household)	Automotive Products
618	MM41561ZC	Bought/Lease New - Type- Truck (4 door) (Household)	Automotive Products
619	MM41562ZC	Bought/Lease New - Type- Van/Minivan (Household)	Automotive Products
620	MM50606ZC	Bought/Leased 2nd Most Recent Vehicle New (Household)	Automotive Products
621	MM60521ZC	Bought/Leased Any Vehicle: In Past 12 Months (Household)	Automotive Products
622	MM60518ZC	Bought/Leased Any Vehicle: 1-2 years ago (Household)	Automotive Products
623	MM60519ZC	Bought/Leased Any Vehicle: 3-4 years ago (Household)	Automotive Products
624	MM60520ZC	Bought/Leased Any Vehicle: 5+ years ago (Household)	Automotive Products
625	MM50611ZC	Bought/Leased most recent company vehicle from An Auto Manufacturer (Household)	Automotive Products
626	MM51014ZC	Bought/Leased most recent company vehicle from Bank (Household)	Automotive Products
627	MM04345ZC	Definitely/Probably Buy New Vehicle- 1yr (Adult)	Automotive Products
628	MM04346ZC	Definitely/Probably Buy Used or Pre-owned Vehicle- 1yr (Adult)	Automotive Products
629	MM04349ZC	Definitely/Probably Buy/Lease 2-door car- 1yr (Adult)	Automotive Products
630	MM04350ZC	Definitely/Probably Buy/Lease 4-door car- 1yr (Adult)	Automotive Products
631	MM41541ZC	Definitely/Probably Buy/Lease Motorcycle- 1yr (Adult)	Automotive Products
632	MM04352ZC	Definitely/Probably Buy/Lease Sport Utility Vehicle- 1yr (Adult)	Automotive Products
633	MM04353ZC	Definitely/Probably Buy/Lease Truck- 1yr (Adult)	Automotive Products
634	MM04351ZC	Definitely/Probably Buy/Lease Van/Mini-van- 1yr (Adult)	Automotive Products
635	MM04347ZC	Definitely/Probably Lease Vehicle- 1yr (Adult)	Automotive Products
636	MM00478ZC	Drive Automobile (Adult)	Automotive Products
637	MM00479ZC	Drive Compact Pickup (Adult)	Automotive Products
638	MM00480ZC	Drive Minivan (Adult)	Automotive Products
639	MM08070ZC	Drive Motorcycle (Adult)	Automotive Products
640	MM00483ZC	Drive Regular Pickup (Adult)	Automotive Products
641	MM00484ZC	Drive SUV (Adult)	Automotive Products
642	MM00485ZC	Drive Van (Adult)	Automotive Products
643	MM42457ZC	If Deciding Today Would Buy/Lease New BMW (Adult)	Automotive Products
644	MM42462ZC	If Deciding Today Would Buy/Lease New Chevrolet Unspecified (Adult)	Automotive Products
645	MM42466ZC	If Deciding Today Would Buy/Lease New Dodge (Adult)	Automotive Products
646	MM42471ZC	If Deciding Today Would Buy/Lease New Ford(Adult)	Automotive Products
647	MM42472ZC	If Deciding Today Would Buy/Lease New GMC (Adult)	Automotive Products
648	MM42478ZC	If Deciding Today Would Buy/Lease New Honda (Adult)	Automotive Products
649	MM42473ZC	If Deciding Today Would Buy/Lease New Honda Accord (Adult)	Automotive Products
650	MM42482ZC	If Deciding Today Would Buy/Lease New Lexus (Adult)	Automotive Products
651	MM42485ZC	If Deciding Today Would Buy/Lease New Nissan (Adult)	Automotive Products
652	MM42494ZC	If Deciding Today Would Buy/Lease New Toyota (Adult)	Automotive Products
653	MM42490ZC	If Deciding Today Would Buy/Lease New Toyota Prius (Adult)	Automotive Products
654	MM60545ZC	Leased Most Recent Vehicle (Household)	Automotive Products
655	MM60546ZC	Leased Second Most Recent Vehicle (Household)	Automotive Products
656	MM50085ZC	Likely to Buy/Lease Any Vehicle- 1yr (Adult)	Automotive Products
657	MM50086ZC	Likely to Buy/Lease Hybrid Vehicle- 1yr (Adult)	Automotive Products
658	MM00477ZC	Most Recent Vehicle Bought (Household)	Automotive Products
659	MM00488ZC	Most Recent Vehicle Bought/Leased- <1yr Ago (Household)	Automotive Products
660	MM08025ZC	Most Recent Vehicle Bought/Leased- 1-2 yrs Ago (Household)	Automotive Products
661	MM08010ZC	Most Recent Vehicle Bought/Leased- 3-4 yrs Ago (Household)	Automotive Products
662	MM00491ZC	Most Recent Vehicle Bought/Leased- 5+ yrs Ago (Household)	Automotive Products
663	MM00492ZC	Most Recent Vehicle- Bought/Leased New (Household)	Automotive Products
664	MM00493ZC	Most Recent Vehicle- Bought/Leased Used (Household)	Automotive Products
665	MM00487ZC	Most Recent Vehicle Lease (Household)	Automotive Products
666	MM60572ZC	Most Recent Vehicle Size: Compact car (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
667	MM60573ZC	Most Recent Vehicle Size: Compact pickup (Household)	Automotive Products
668	MM60574ZC	Most Recent Vehicle Size: Compact Sport/Utility (Household)	Automotive Products
669	MM60575ZC	Most Recent Vehicle Size: Full size pickup (Household)	Automotive Products
670	MM60576ZC	Most Recent Vehicle Size: Full size Sport/Utility (Household)	Automotive Products
671	MM60577ZC	Most Recent Vehicle Size: Intermediate car (Household)	Automotive Products
672	MM60578ZC	Most Recent Vehicle Size: Luxury car (Household)	Automotive Products
673	MM60579ZC	Most Recent Vehicle Size: Mid-Size Sport/Utility (Household)	Automotive Products
674	MM60580ZC	Most Recent Vehicle Size: Minivan (Household)	Automotive Products
675	MM60581ZC	Most Recent Vehicle Size: Standard car (Household)	Automotive Products
676	MM60582ZC	Most Recent Vehicle Size: Subcompact car (Household)	Automotive Products
677	MM60584ZC	Most Recent Vehicle Type: Convertible (Household)	Automotive Products
678	MM60585ZC	Most Recent Vehicle Type: Coupe/Sports Coupe/2 door (Household)	Automotive Products
679	MM60586ZC	Most Recent Vehicle Type: Sedan/Hard Top/2 door (Household)	Automotive Products
680	MM60587ZC	Most Recent Vehicle Type: Sedan/Hard Top/4 door (Household)	Automotive Products
681	MM60588ZC	Most Recent Vehicle Type: Sport/Utility Vehicle (SUV) (Household)	Automotive Products
682	MM60589ZC	Most Recent Vehicle Type: Station Wagon (Household)	Automotive Products
683	MM60590ZC	Most Recent Vehicle Type: Truck (2 door) (Household)	Automotive Products
684	MM60591ZC	Most Recent Vehicle Type: Truck (2 or 4 door) (Household)	Automotive Products
685	MM60592ZC	Most Recent Vehicle Type: Truck (4 door) (Household)	Automotive Products
686	MM60593ZC	Most Recent Vehicle Type: Van/Minivan (Household)	Automotive Products
687	MM00494ZC	Own All Terrain Vehicle (Household)	Automotive Products
688	MM00496ZC	Own Motorcycle (Household)	Automotive Products
689	MM00513ZC	Own/Lease New Domestic Vehicle (Household)	Automotive Products
690	MM00514ZC	Own/Lease New Domestic Vehicle- 1yr (Household)	Automotive Products
691	MM00522ZC	Own/Lease New Imported Vehicle (Household)	Automotive Products
692	MM00523ZC	Own/Lease New Imported Vehicle- 1yr (Household)	Automotive Products
693	MM00540ZC	Own/Lease New Vehicle (Household)	Automotive Products
694	MM00542ZC	Own/Lease New Vehicle- 1yr (Household)	Automotive Products
695	MM00565ZC	Own/Lease New/Used Acura/Infinity/Lexus (Household)	Automotive Products
696	MM00567ZC	Own/Lease New/Used BMW (Household)	Automotive Products
697	MM00568ZC	Own/Lease New/Used Buick (Household)	Automotive Products
698	MM00569ZC	Own/Lease New/Used Cadillac (Household)	Automotive Products
699	MM00570ZC	Own/Lease New/Used Chevrolet (Household)	Automotive Products
700	MM00574ZC	Own/Lease New/Used Chrysler (Household)	Automotive Products
701	MM00577ZC	Own/Lease New/Used Dodge (Household)	Automotive Products
702	MM00579ZC	Own/Lease New/Used Domestic Vehicle (Household)	Automotive Products
703	MM00580ZC	Own/Lease New/Used European Luxury (Household)	Automotive Products
704	MM00581ZC	Own/Lease New/Used Ford (Household)	Automotive Products
705	MM41201ZC	Own/Lease New/Used Fuel Type- Combination Gas & Electric (Household)	Automotive Products
706	MM00585ZC	Own/Lease New/Used GMC (Household)	Automotive Products
707	MM00586ZC	Own/Lease New/Used Honda (Household)	Automotive Products
708	MM00589ZC	Own/Lease New/Used Hyundai (Household)	Automotive Products
709	MM00590ZC	Own/Lease New/Used Imported Vehicle (Household)	Automotive Products
710	MM00594ZC	Own/Lease New/Used Lincoln/Mercury (Household)	Automotive Products
711	MM00595ZC	Own/Lease New/Used Mazda (Household)	Automotive Products
712	MM00596ZC	Own/Lease New/Used Mercedes (Household)	Automotive Products
713	MM00597ZC	Own/Lease New/Used Mitsubishi (Household)	Automotive Products
714	MM00598ZC	Own/Lease New/Used Nissan (Household)	Automotive Products
715	MM00603ZC	Own/Lease New/Used Pontiac (Household)	Automotive Products
716	MM00605ZC	Own/Lease New/Used Saturn (Household)	Automotive Products
717	MM00612ZC	Own/Lease New/Used- Size- Compact Pickup (Household)	Automotive Products
718	MM00613ZC	Own/Lease New/Used- Size- Compact SUV (Household)	Automotive Products
719	MM00614ZC	Own/Lease New/Used- Size- Compact Vehicle (Household)	Automotive Products
720	MM00615ZC	Own/Lease New/Used- Size- Full-Size Pickup (Household)	Automotive Products
721	MM00616ZC	Own/Lease New/Used- Size- Full-Size SUV (Household)	Automotive Products
722	MM00621ZC	Own/Lease New/Used- Size- Intermediate Vehicle (Household)	Automotive Products
723	MM00617ZC	Own/Lease New/Used- Size- Luxury Vehicle (Household)	Automotive Products
724	MM42500ZC	Own/Lease New/Used- Size- Mid-Size Sport/Utility (Household)	Automotive Products
725	MM00618ZC	Own/Lease New/Used- Size- Standard Vehicle (Household)	Automotive Products
726	MM00619ZC	Own/Lease New/Used- Size- Sub-Compact Vehicle (Household)	Automotive Products
727	MM00620ZC	Own/Lease New/Used- Size- Van/Minivan (Household)	Automotive Products
728	MM00606ZC	Own/Lease New/Used Subaru (Household)	Automotive Products
729	MM00607ZC	Own/Lease New/Used Toyota (Household)	Automotive Products
730	MM00622ZC	Own/Lease New/Used- Type- 2-Door Sedan (Household)	Automotive Products
731	MM00623ZC	Own/Lease New/Used- Type- 2-Door Sports Coupe (Household)	Automotive Products
732	MM00625ZC	Own/Lease New/Used- Type- 4-Door Sedan (Household)	Automotive Products
733	MM00626ZC	Own/Lease New/Used- Type- Convertible (Household)	Automotive Products
734	MM00627ZC	Own/Lease New/Used- Type- Station Wagon (Household)	Automotive Products
735	MM00628ZC	Own/Lease New/Used- Type- SUV (Household)	Automotive Products
736	MM00629ZC	Own/Lease New/Used- Type- Truck (Household)	Automotive Products
737	MM00630ZC	Own/Lease New/Used- Type- Truck/Van/SUV (Household)	Automotive Products
738	MM00631ZC	Own/Lease New/Used- Type- Van/Minivan (Household)	Automotive Products
739	MM00609ZC	Own/Lease New/Used Vehicle- 1yr (Household)	Automotive Products
740	MM00610ZC	Own/Lease New/Used Volkswagen (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
741	MM00611ZC	Own/Lease New/Used Volvo (Household)	Automotive Products
742	MM50609ZC	Own/Lease Used (Certified Pre-Owned) Vehicle (Household)	Automotive Products
743	MM51013ZC	Own/Lease Used (Other) Vehicle (Household)	Automotive Products
744	MM00633ZC	Own/Lease Used Domestic Vehicle- 1yr (Household)	Automotive Products
745	MM00634ZC	Own/Lease Used Imported Vehicle- 1yr (Household)	Automotive Products
746	MM00636ZC	Own/Lease Used Vehicle- 1yr (Household)	Automotive Products
747	MM60597ZC	Own/Lease Vehicle (Household)	Automotive Products
748	MM00637ZC	Own/Lease Vehicle with Bank Loan (Household)	Automotive Products
749	MM00638ZC	Own/Lease Vehicle with Cash (Household)	Automotive Products
750	MM00639ZC	Own/Lease Vehicle with Credit Union Loan (Household)	Automotive Products
751	MM00640ZC	Own/Lease Vehicle with Dealer Financing (Household)	Automotive Products
752	MM42454ZC	Own/Lease Vehicle with Manufacturer Financing (Household)	Automotive Products
753	MM00642ZC	Own/Lease Vehicle with Trade-in (Household)	Automotive Products
754	MM60602ZC	Owens/Leases One Vehicle (Household)	Automotive Products
755	MM60604ZC	Owens/Leases Two Vehicles (Household)	Automotive Products
756	MM60603ZC	Owens/Leases Three Vehicles (Household)	Automotive Products
757	MM60601ZC	Owens/Leases Four Vehicles (Household)	Automotive Products
758	MM00650ZC	Spend <\$15K on New/Used Vehicle (Household)	Automotive Products
759	MM00644ZC	Spend \$15K-19,999 on New/Used Vehicle (Household)	Automotive Products
760	MM00646ZC	Spend \$20K-29,999 on New/Used Vehicle (Household)	Automotive Products
761	MM50087ZC	Spend \$30K+ on New/Used Vehicle (Household)	Automotive Products
762	MM00651ZC	Truck/Trailer Rental- 1yr (Adult)	Automotive Products
763	MM00652ZC	Vehicle has 4 Cylinder Engine (Household)	Automotive Products
764	MM00653ZC	Vehicle has 4- Wheel/All- Wheel Drive (Household)	Automotive Products
765	MM00654ZC	Vehicle has 6 Cylinder Engine (Household)	Automotive Products
766	MM00655ZC	Vehicle has Air Bags (Household)	Automotive Products
767	MM00658ZC	Vehicle has Anti-Lock Braking System (ABS) (Household)	Automotive Products
768	MM00659ZC	Vehicle has Automatic Transmission (Household)	Automotive Products
769	MM50088ZC	Vehicle has Bluetooth/Hands-Free Phone Capability (Household)	Automotive Products
770	MM00662ZC	Vehicle has Custom Aluminum Wheels (Household)	Automotive Products
771	MM00663ZC	Vehicle has Driver Side Air Bag (Household)	Automotive Products
772	MM00664ZC	Vehicle has Electronic Fuel Injection (Household)	Automotive Products
773	MM07190ZC	Vehicle has Front- Dual Automatic Climate Control (Household)	Automotive Products
774	MM00666ZC	Vehicle has Front Wheel Drive (Household)	Automotive Products
775	MM42499ZC	Vehicle has GPS/Navigation System (Household)	Automotive Products
776	MM07195ZC	Vehicle has Heated/Cooled Seats (Household)	Automotive Products
777	MM00667ZC	Vehicle has Manual Transmission (Household)	Automotive Products
778	MM42503ZC	Vehicle has MP3 Player Connection (Household)	Automotive Products
779	MM41202ZC	Vehicle has OnStar/Tele Aid/Other Vehicle Monitor Systems (Household)	Automotive Products
780	MM00669ZC	Vehicle has Passenger Side Air Bag (Household)	Automotive Products
781	MM50089ZC	Vehicle has Radar Detector (Household)	Automotive Products
782	MM00672ZC	Vehicle has Security/Burglar Alarm (Household)	Automotive Products
783	MM00673ZC	Vehicle has Side Impact Air Bag (Household)	Automotive Products
784	MM00675ZC	Vehicle has Sun/Moonroof (Household)	Automotive Products
785	MM00676ZC	Vehicle has Turbo Charger (Household)	Automotive Products
786	MM00677ZC	Vehicle has V-6 Engine (Household)	Automotive Products
787	MM00678ZC	Vehicle has V-8 Engine (Household)	Automotive Products
788	MM60553ZC	Most Recent Vehicle had Alignment Service/Repair- 1yr (Household)	Automotive Products
789	MM60556ZC	Most Recent Vehicle had Brake Lining or Pad Replacement-1yr (Household)	Automotive Products
790	MM60557ZC	Most Recent Vehicle had Major Engine Repair- 1yr (Household)	Automotive Products
791	MM60558ZC	Most Recent Vehicle had Minor Engine Repair- 1yr (Household)	Automotive Products
792	MM60554ZC	Most Recent Vehicle had Paint Job- 1yr (Household)	Automotive Products
793	MM00679ZC	Air Filter Installed at Dealer/Service Station- 1yr (Adult)	Automotive Services
794	MM00680ZC	Air Filter Installed by Self/Other HH Member- 1yr (Adult)	Automotive Services
795	MM00681ZC	Auto Service by Self/Other Household Member (Household)	Automotive Services
796	MM00682ZC	Belong to AAA Auto Club (Adult)	Automotive Services
797	MM00683ZC	Belong to Auto Club (Adult)	Automotive Services
798	MM41213ZC	Bought All Season Tires- 1yr (Household)	Automotive Services
799	MM41213ZD	Bought All Season Tires- 1yr (Household): Demand Potential (Tires/1yr)	Automotive Services
800	MM41211ZC	Bought All Terrain Tires- 1yr (Household)	Automotive Services
801	MM41211ZD	Bought All Terrain Tires- 1yr (Household): Demand Potential (Tires/1yr)	Automotive Services
802	MM00689ZC	Buy Air Filter- 1yr (Adult)	Automotive Services
803	MM00689ZD	Buy Air Filter- 1yr (Adult): Demand Potential (Air Filters/1yr)	Automotive Services
804	MM00685ZC	Buy Air Filter at Gas Station/Garage- 1yr (Adult)	Automotive Services
805	MM00687ZC	Buy Air Filter at Quick Lube Center- 1yr (Adult)	Automotive Services
806	MM00688ZC	Buy Air Filter at Wal-Mart- 1yr (Adult)	Automotive Services
807	MM00692ZC	Buy Alignment Service/Repair- 1yr (Household)	Automotive Services
808	MM00699ZC	Buy Any Tires- 1yr (Adult)	Automotive Services
809	MM00699ZD	Buy Any Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
810	MM00704ZC	Buy Auto Service at Auto Repair Chain Store (Household)	Automotive Services
811	MM00705ZC	Buy Auto Service at Car Dealer (Household)	Automotive Services
812	MM00706ZC	Buy Auto Service at Discount Department Store (Household)	Automotive Services
813	MM00707ZC	Buy Auto Service at Gas Station/Garage (Household)	Automotive Services
814	MM00715ZC	Buy Brake Lining/Pad Replacement- 1yr (Household)	Automotive Services

ORDER	VARIABLE	DESCRIPTION	CATEGORY
815	MM00719ZC	Buy Car Batteries- 1yr (Adult)	Automotive Services
816	MM00732ZC	Buy Goodyear Tires- 1yr (Adult)	Automotive Services
817	MM00732ZD	Buy Goodyear Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
818	MM00741ZC	Buy Leather/Vinyl Protection- 1yr (Adult)	Automotive Services
819	MM00741ZD	Buy Leather/Vinyl Protection- 1yr (Adult): Demand Potential (Times Used/1yr)	Automotive Services
820	MM00744ZC	Buy Major Engine Repair- 1yr (Household)	Automotive Services
821	MM00745ZC	Buy Michelin Tires- 1yr (Adult)	Automotive Services
822	MM00745ZD	Buy Michelin Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
823	MM00748ZC	Buy Minor Engine Repair- 1yr (Household)	Automotive Services
824	MM00756ZC	Buy Muffler- 1yr (Adult)	Automotive Services
825	MM00762ZC	Buy Oil Filter- 1yr (Adult)	Automotive Services
826	MM00762ZD	Buy Oil Filter- 1yr (Adult): Demand Potential (Oil Filters/1yr)	Automotive Services
827	MM00758ZC	Buy Oil Filter at Car Dealer- 1yr (Adult)	Automotive Services
828	MM00759ZC	Buy Oil Filter at Gas Station/Garage- 1yr (Adult)	Automotive Services
829	MM00760ZC	Buy Oil Filter at Quick Lube Center- 1yr (Adult)	Automotive Services
830	MM00761ZC	Buy Oil Filter at Walmart- 1yr (Adult)	Automotive Services
831	MM00765ZC	Buy Paint Job- 1yr (Household)	Automotive Services
832	MM00779ZC	Buy Spark Plugs- 1yr (Adult)	Automotive Services
833	MM00779ZD	Buy Spark Plugs- 1yr (Adult): Demand Potential (Spark Plugs/1yr)	Automotive Services
834	MM00786ZC	Buy Tires at Other Tire Dealer/Store- 1yr (Adult)	Automotive Services
835	MM00789ZC	Buy Tires at Walmart- 1yr (Adult)	Automotive Services
836	MM00791ZC	Buy Transmission Service- 1yr (Adult)	Automotive Services
837	MM00792ZC	Buy Tune Up- 1yr (Household)	Automotive Services
838	MM00797ZC	Buy/Change Motor Oil- 1yr (Adult)	Automotive Services
839	MM00797ZD	Buy/Change Motor Oil- 1yr (Adult): Demand Potential (Quarts/1yr)	Automotive Services
840	MM00800ZC	Car Battery Installed at Dealer/Svc Station- 1yr (Adult)	Automotive Services
841	MM00801ZC	Car Battery Installed by Self/Other Household Member- 1yr (Adult)	Automotive Services
842	MM00804ZC	Change Spark Plugs by Other- 1yr (Adult)	Automotive Services
843	MM00805ZC	Change Spark Plugs by Self/Other Household Member- 1yr (Adult)	Automotive Services
844	MM00806ZC	Drive 1-4,999 Miles- 1yr (Adult)	Automotive Services
845	MM00810ZC	Drive 5,000-14,999 Miles- 1yr (Adult)	Automotive Services
846	MM00808ZC	Drive 15,000-29,999 Miles- 1yr (Adult)	Automotive Services
847	MM00809ZC	Drive 30,000+ Miles- 1yr (Adult)	Automotive Services
848	MM00807ZC	Drive 15,000+ Miles- 1yr (Adult)	Automotive Services
849	MM00812ZC	Muffler Installed by Dealer/Service Center- 1yr (Adult)	Automotive Services
850	MM00814ZC	Muffler Installed by Self/Other Household Member- 1yr (Adult)	Automotive Services
851	MM00815ZC	Oil Change at Dealer- 1yr (Adult)	Automotive Services
852	MM00816ZC	Oil Change at Gas Station- 1yr (Adult)	Automotive Services
853	MM00817ZC	Oil Change at Quick Lube Center- 1yr (Adult)	Automotive Services
854	MM00818ZC	Oil Change by Self/Other Household Member- 1yr (Adult)	Automotive Services
855	MM00819ZC	Oil Filter Install by Professional- 1yr (Adult)	Automotive Services
856	MM00820ZC	Oil Filter Install by Self/Other Household Member- 1yr (Adult)	Automotive Services
857	MM60674ZC	Service Brakes- 1yr (Household)	Automotive Services
858	MM00824ZC	Use Car Wax- 2-3 Times- 1yr (Adult)	Automotive Services
859	MM00826ZC	Use Leather/Vinyl Protection- 1 Time- 1yr (Adult)	Automotive Services
860	MM00827ZC	Use Leather/Vinyl Protection- 2-3 Times- 1yr (Adult)	Automotive Services
861	MM00828ZC	Use Leather/Vinyl Protection- 4+ Times- 1yr (Adult)	Automotive Services
862	MM_ADLTZC	Adult Base Count	Basics
863	MM_HH_CZC	Household Base Count	Basics
864	MM_DYTVZC	Daytime Television Net Audience (Adult)	Basics
865	MM00850ZC	TV (Daytime) Tercile: I (Heavy) (Adult)	Cable & Network TV Media Usage
866	MM00851ZC	TV (Daytime) Tercile: II (Adult)	Cable & Network TV Media Usage
867	MM00852ZC	TV (Daytime) Tercile: III (Light) (Adult)	Cable & Network TV Media Usage
868	MM00874ZC	TV (Primetime) Quintile: I (Heavy) (Adult)	Cable & Network TV Media Usage
869	MM00875ZC	TV (Primetime) Quintile: II (Adult)	Cable & Network TV Media Usage
870	MM00876ZC	TV (Primetime) Quintile: III (Adult)	Cable & Network TV Media Usage
871	MM00877ZC	TV (Primetime) Quintile: IV (Adult)	Cable & Network TV Media Usage
872	MM00878ZC	TV (Primetime) Quintile: V (Light) (Adult)	Cable & Network TV Media Usage
873	MM00873ZC	TV Primetime Lower Half (Adult)	Cable & Network TV Media Usage
874	MM00879ZC	TV Primetime Upper Half (Adult)	Cable & Network TV Media Usage
875	MM00906ZC	TV (Total) Quintile: I (Heavy) (Adult)	Cable & Network TV Media Usage
876	MM00907ZC	TV (Total) Quintile: II (Adult)	Cable & Network TV Media Usage
877	MM00908ZC	TV (Total) Quintile: III (Adult)	Cable & Network TV Media Usage
878	MM00909ZC	TV (Total) Quintile: IV (Adult)	Cable & Network TV Media Usage
879	MM00910ZC	TV (Total) Quintile: V (Light) (Adult)	Cable & Network TV Media Usage
880	MM00905ZC	TV Total Lower Half (Adult)	Cable & Network TV Media Usage
881	MM00911ZC	TV Total Upper Half (Adult)	Cable & Network TV Media Usage
882	MM42016ZC	Avg 1/2 Hr TV Aud- Prmtm M-Sa 8pm-11pm/Sun 7pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
883	MM42017ZC	Avg 1/2 Hr TV Aud- Prmtm Sa 8pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
884	MM42018ZC	Avg 1/2 Hr TV Aud- Prmtm Su 7pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
885	MM42019ZC	Avg 1/2 Hr TV Aud- Prmtm Wkday 8pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
886	MM42022ZC	Avg 1/2 Hr TV Aud- Sa 10am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
887	MM42021ZC	Avg 1/2 Hr TV Aud- Sa 10pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
888	MM42024ZC	Avg 1/2 Hr TV Aud- Sa 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
889	MM42023ZC	Avg 1/2 Hr TV Aud- Sa 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
890	MM42020ZC	Avg 1/2 Hr TV Aud- Sa 1pm-4:30pm (E/P) (Adult)	Cable & Network TV Media Usage
891	MM42025ZC	Avg 1/2 Hr TV Aud- Sa 4:30pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
892	MM42026ZC	Avg 1/2 Hr TV Aud- Sa 6pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
893	MM42028ZC	Avg 1/2 Hr TV Aud- Sa 7:30pm-8pm (E/P) (Adult)	Cable & Network TV Media Usage
894	MM42027ZC	Avg 1/2 Hr TV Aud- Sa 7am-10am (E/P) (Adult)	Cable & Network TV Media Usage
895	MM42029ZC	Avg 1/2 Hr TV Aud- Sa 8pm-10pm (E/P) (Adult)	Cable & Network TV Media Usage
896	MM42032ZC	Avg 1/2 Hr TV Aud- Su 10am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
897	MM42031ZC	Avg 1/2 Hr TV Aud- Su 10pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
898	MM42034ZC	Avg 1/2 Hr TV Aud- Su 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage
899	MM42033ZC	Avg 1/2 Hr TV Aud- Su 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
900	MM42030ZC	Avg 1/2 Hr TV Aud- Su 1pm-4:30pm (E/P) (Adult)	Cable & Network TV Media Usage
901	MM42035ZC	Avg 1/2 Hr TV Aud- Su 4:30pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
902	MM42036ZC	Avg 1/2 Hr TV Aud- Su 6pm-7pm (E/P) (Adult)	Cable & Network TV Media Usage
903	MM42037ZC	Avg 1/2 Hr TV Aud- Su 7am-10am (E/P) (Adult)	Cable & Network TV Media Usage
904	MM42038ZC	Avg 1/2 Hr TV Aud- Su 7pm-10pm (E/P) (Adult)	Cable & Network TV Media Usage
905	MM42041ZC	Avg 1/2 Hr TV Aud- Wkdays 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage
906	MM42040ZC	Avg 1/2 Hr TV Aud- Wkdays 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
907	MM42042ZC	Avg 1/2 Hr TV Aud- Wkdays 4pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
908	MM42013ZC	Avg 1/2 Hr TV Aud- Wkdays 4pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
909	MM42043ZC	Avg 1/2 Hr TV Aud- Wkdays 6am-7am (E/P) (Adult)	Cable & Network TV Media Usage
910	MM42044ZC	Avg 1/2 Hr TV Aud- Wkdays 6pm-7pm (E/P) (Adult)	Cable & Network TV Media Usage
911	MM42047ZC	Avg 1/2 Hr TV Aud- Wkdays 7:30pm-8pm (E/P) (Adult)	Cable & Network TV Media Usage
912	MM42046ZC	Avg 1/2 Hr TV Aud- Wkdays 7am-9am (E/P/C/M) (Adult)	Cable & Network TV Media Usage
913	MM42045ZC	Avg 1/2 Hr TV Aud- Wkdays 7pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
914	MM42015ZC	Avg 1/2 Hr TV Aud- Wkdays 9:00am-Noon (E/P) (Adult)	Cable & Network TV Media Usage
915	MM42014ZC	Avg 1/2 Hr TV Aud- Wkdays 9am-4pm (E/P) (Adult)	Cable & Network TV Media Usage
916	MM42050ZC	Avg 1/2 Hr TV Aud- Wkdays Noon-4pm (E/P) (Adult)	Cable & Network TV Media Usage
917	MM42051ZC	Avg 1/2 Hr TV Aud- Wknd AM Sa-Su 7am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
918	MM42052ZC	Avg 1/2 Hr TV Aud- Wknd PM Sa-Su 1pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
919	MM00840ZC	Heavy Cable TV Viewer- 15+ hrs- 1wk (Household)	Cable & Network TV Media Usage
920	MM00842ZC	Subscribe to Cable TV (Household)	Cable & Network TV Media Usage
921	MM60692ZC	Subscribe to Encore (Household)	Cable & Network TV Media Usage
922	MM60695ZC	Subscribe to Showtime (Household)	Cable & Network TV Media Usage
923	MM60696ZC	Subscribe to Starz (Household)	Cable & Network TV Media Usage
924	MM60698ZC	TV Any Sports Events - Net Audience (Adult)	Cable & Network TV Media Usage
925	MM50355ZC	TV Auto Racing - NASCAR- Net Audience (Adult)	Cable & Network TV Media Usage
926	MM00847ZC	TV Boxing- Net Audience (Adult)	Cable & Network TV Media Usage
927	MM50356ZC	TV College Baseball- Net Audience (Adult)	Cable & Network TV Media Usage
928	MM00848ZC	TV College Basketball- Net Audience (Adult)	Cable & Network TV Media Usage
929	MM00849ZC	TV College Football- Net Audience (Adult)	Cable & Network TV Media Usage
930	MM00853ZC	TV Daytime TV- Net Audience (Adult)	Cable & Network TV Media Usage
931	MM50357ZC	TV Extreme Sports-Summer- Net Audience (Adult)	Cable & Network TV Media Usage
932	MM50358ZC	TV Extreme Sports-Winter- Net Audience (Adult)	Cable & Network TV Media Usage
933	MM00854ZC	TV Figure Skating- Net Audience (Adult)	Cable & Network TV Media Usage
934	MM50359ZC	TV High School Sports- Net Audience (Adult)	Cable & Network TV Media Usage
935	MM50360ZC	TV Horse Racing- Net Audience (Adult)	Cable & Network TV Media Usage
936	MM50361ZC	TV PGA Golf- Net Audience (Adult)	Cable & Network TV Media Usage
937	MM50362ZC	TV Mens Tennis- Net Audience (Adult)	Cable & Network TV Media Usage
938	MM50363ZC	TV Mixed Martial Arts (MMA)- Net Audience (Adult)	Cable & Network TV Media Usage
939	MM50364ZC	TV MLB Baseball- Playoffs/World Series- Net Audience (Adult)	Cable & Network TV Media Usage
940	MM50365ZC	TV MLB Baseball- Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
941	MM50366ZC	TV MLL Lacrosse- Net Audience (Adult)	Cable & Network TV Media Usage
942	MM50367ZC	TV MLS Soccer- Net Audience (Adult)	Cable & Network TV Media Usage
943	MM50368ZC	TV NBA Basketball - Playoffs/Finals- Net Audience (Adult)	Cable & Network TV Media Usage
944	MM50369ZC	TV NBA Basketball - Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
945	MM50370ZC	TV NCAA Basketball Tournament- Net Audience (Adult)	Cable & Network TV Media Usage
946	MM50371ZC	TV NFL Football Playoffs/Super Bowl- Net Audience (Adult)	Cable & Network TV Media Usage
947	MM50099ZC	TV NFL Monday or Thurs Night Games- Net Audience (Adult)	Cable & Network TV Media Usage
948	MM50372ZC	TV NHL Ice Hockey - Playoffs/St Stanley Cup- Net Audience (Adult)	Cable & Network TV Media Usage
949	MM50373ZC	TV NHL Ice Hockey - Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
950	MM50374ZC	TV Olympics-Summer- Net Audience (Adult)	Cable & Network TV Media Usage
951	MM50375ZC	TV Olympics-Winter- Net Audience (Adult)	Cable & Network TV Media Usage
952	MM50376ZC	TV Other Golf- Net Audience (Adult)	Cable & Network TV Media Usage
953	MM50377ZC	TV PGA Golf- Net Audience (Adult)	Cable & Network TV Media Usage
954	MM00912ZC	TV Weekend Professional Football- Net Audience (Adult)	Cable & Network TV Media Usage
955	MM50379ZC	TV WNBA Basketball- Net Audience (Adult)	Cable & Network TV Media Usage
956	MM50380ZC	TV Women's Tennis- Net Audience (Adult)	Cable & Network TV Media Usage
957	MM50381ZC	TV World Cup Soccer- Net Audience (Adult)	Cable & Network TV Media Usage
958	MM00913ZC	Watch A&E Television Network- 1wk (Adult)	Cable & Network TV Media Usage
959	MM00914ZC	Watch ABC Family- 1wk (Adult)	Cable & Network TV Media Usage
960	MM60700ZC	Watch Adult Swim- 1wk (Adult)	Cable & Network TV Media Usage
961	MM00915ZC	Watch AMC- 1wk (Adult)	Cable & Network TV Media Usage
962	MM60701ZC	Watch American Heroes Channel- 1wk (Adult)	Cable & Network TV Media Usage

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963	MM00916ZC	Watch Animal Planet- 1wk (Adult)	Cable & Network TV Media Usage
964	MM60702ZC	Watch Any Premium Channel- 1mo (Adult)	Cable & Network TV Media Usage
965	MM50388ZC	Watch Any Spanish Language TV (Adult)	Cable & Network TV Media Usage
966	MM00918ZC	Watch BBC America- 1wk (Adult)	Cable & Network TV Media Usage
967	MM00919ZC	Watch BET- 1wk (Adult)	Cable & Network TV Media Usage
968	MM08260ZC	Watch Bloomberg Television- 1wk (Adult)	Cable & Network TV Media Usage
969	MM00920ZC	Watch Bravo- 1wk (Adult)	Cable & Network TV Media Usage
970	MM00921ZC	Watch Cable TV- 1wk (Adult)	Cable & Network TV Media Usage
971	MM00922ZC	Watch Cartoon Network- 1wk (Adult)	Cable & Network TV Media Usage
972	MM50628ZC	Watch CBS Sports Network- 1wk (Adult)	Cable & Network TV Media Usage
973	MM41567ZC	Watch Centric- 1wk (Adult)	Cable & Network TV Media Usage
974	MM50629ZC	Watch Chiller- 1wk (Adult)	Cable & Network TV Media Usage
975	MM00923ZC	Watch Cinemax- 1wk (Adult)	Cable & Network TV Media Usage
976	MM41570ZC	Watch CLOO- 1wk (Adult)	Cable & Network TV Media Usage
977	MM00927ZC	Watch CMT (Country Music Television)- 1wk (Adult)	Cable & Network TV Media Usage
978	MM00924ZC	Watch CNBC- 1wk (Adult)	Cable & Network TV Media Usage
979	MM00925ZC	Watch CNN- 1wk (Adult)	Cable & Network TV Media Usage
980	MM00926ZC	Watch Comedy Central- 1wk (Adult)	Cable & Network TV Media Usage
981	MM50092ZC	Watch Cooking Channel- 1wk (Adult)	Cable & Network TV Media Usage
982	MM50093ZC	Watch Current TV- 1wk (Adult)	Cable & Network TV Media Usage
983	MM00929ZC	Watch Discovery Channel- 1wk (Adult)	Cable & Network TV Media Usage
984	MM00986ZC	Watch Disney Channel- 1wk (Adult)	Cable & Network TV Media Usage
985	MM00993ZC	Watch Disney XD- 1wk (Adult)	Cable & Network TV Media Usage
986	MM60704ZC	Watch DIY Network- 1wk (Adult)	Cable & Network TV Media Usage
987	MM00931ZC	Watch E! (Entertainment Television)- 1wk (Adult)	Cable & Network TV Media Usage
988	MM60705ZC	Watch Encore- 1wk (Adult)	Cable & Network TV Media Usage
989	MM00934ZC	Watch ESPN- 1wk (Adult)	Cable & Network TV Media Usage
990	MM00932ZC	Watch ESPN Classic- 1wk (Adult)	Cable & Network TV Media Usage
991	MM00933ZC	Watch ESPN News- 1wk (Adult)	Cable & Network TV Media Usage
992	MM00935ZC	Watch ESPN2- 1wk (Adult)	Cable & Network TV Media Usage
993	MM50630ZC	Watch ESPNU- 1wk (Adult)	Cable & Network TV Media Usage
994	MM60707ZC	Watch Flix- 1wk (Adult)	Cable & Network TV Media Usage
995	MM00936ZC	Watch Food Network- 1wk (Adult)	Cable & Network TV Media Usage
996	MM50631ZC	Watch Fox Business Network- 1wk (Adult)	Cable & Network TV Media Usage
997	MM00937ZC	Watch Fox News Channel - 1wk (Adult)	Cable & Network TV Media Usage
998	MM00939ZC	Watch Fuse- 1wk (Adult)	Cable & Network TV Media Usage
999	MM00940ZC	Watch FX- 1wk (Adult)	Cable & Network TV Media Usage
1000	MM60708ZC	Watch FYI- 1wk (Adult)	Cable & Network TV Media Usage
1001	MM04354ZC	Watch GAC (Great American Country)- 1wk (Adult)	Cable & Network TV Media Usage
1002	MM42507ZC	Watch Galavision- 1wk (Adult)	Cable & Network TV Media Usage
1003	MM50097ZC	Watch GMC (Gospel Music Channel)- 1wk (Adult)	Cable & Network TV Media Usage
1004	MM00942ZC	Watch Golf Channel- 1wk (Adult)	Cable & Network TV Media Usage
1005	MM08080ZC	Watch GSN (Game Show Network)- 1wk (Adult)	Cable & Network TV Media Usage
1006	MM60709ZC	Watch H2- 1wk (Adult)	Cable & Network TV Media Usage
1007	MM00943ZC	Watch Hallmark Channel- 1wk (Adult)	Cable & Network TV Media Usage
1008	MM51026ZC	Watch Hallmark Movie Channel- 1wk (Adult)	Cable & Network TV Media Usage
1009	MM00944ZC	Watch HBO- 1wk (Adult)	Cable & Network TV Media Usage
1010	MM00947ZC	Watch HGTV (Home & Garden Television)- 1wk (Adult)	Cable & Network TV Media Usage
1011	MM00946ZC	Watch History Channel- 1wk (Adult)	Cable & Network TV Media Usage
1012	MM00945ZC	Watch HLN- 1wk (Adult)	Cable & Network TV Media Usage
1013	MM00948ZC	Watch HSN (Home Shopping Network)- 1wk (Adult)	Cable & Network TV Media Usage
1014	MM00949ZC	Watch IFC (Independent Film Channel)- 1wk (Adult)	Cable & Network TV Media Usage
1015	MM05725ZC	Watch INSP (Inspiration Network)- 1wk (Adult)	Cable & Network TV Media Usage
1016	MM60710ZC	Watch Investigation Discovery- 1wk (Adult)	Cable & Network TV Media Usage
1017	MM00950ZC	Watch Lifetime- 1wk (Adult)	Cable & Network TV Media Usage
1018	MM60711ZC	Watch LMN (Lifetime Movie Network)- 1wk (Adult)	Cable & Network TV Media Usage
1019	MM50382ZC	Watch MLB Network- 1wk (Adult)	Cable & Network TV Media Usage
1020	MM00951ZC	Watch MSNBC- 1wk (Adult)	Cable & Network TV Media Usage
1021	MM00952ZC	Watch MTV (Music Television)- 1wk (Adult)	Cable & Network TV Media Usage
1022	MM60712ZC	Watch MTV2- 1wk (Adult)	Cable & Network TV Media Usage
1023	MM05730ZC	Watch Music Choice- 1wk (Adult)	Cable & Network TV Media Usage
1024	MM50384ZC	Watch Nat Geo Wild- 1wk (Adult)	Cable & Network TV Media Usage
1025	MM00953ZC	Watch National Geographic Channel- 1wk (Adult)	Cable & Network TV Media Usage
1026	MM51027ZC	Watch NBA TV- 1wk (Adult)	Cable & Network TV Media Usage
1027	MM00956ZC	Watch NBC Sports Network- 1wk (Adult)	Cable & Network TV Media Usage
1028	MM41569ZC	Watch NFL Network- 1wk (Adult)	Cable & Network TV Media Usage
1029	MM00954ZC	Watch Nick at Nite- 1wk (Adult)	Cable & Network TV Media Usage
1030	MM00955ZC	Watch Nickelodeon- 1wk (Adult)	Cable & Network TV Media Usage
1031	MM04355ZC	Watch Outdoor Channel- 1wk (Adult)	Cable & Network TV Media Usage
1032	MM00930ZC	Watch OWN (Oprah Winfrey Network)- 1wk (Adult)	Cable & Network TV Media Usage
1033	MM00957ZC	Watch Oxygen- 1wk (Adult)	Cable & Network TV Media Usage
1034	MM50385ZC	Watch Palladia HD- 1wk (Adult)	Cable & Network TV Media Usage
1035	MM50100ZC	Watch PBS Kids Sprout- 1wk (Adult)	Cable & Network TV Media Usage
1036	MM00961ZC	Watch QVC- 1wk (Adult)	Cable & Network TV Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1037	MM50101ZC	Watch Reelz Channel- 1wk (Adult)	Cable & Network TV Media Usage
1038	MM00836ZC	Watch Satellite/Cable TV Subscribers (Household)	Cable & Network TV Media Usage
1039	MM04356ZC	Watch SCI- 1wk (Adult)	Cable & Network TV Media Usage
1040	MM00981ZC	Watch Showtime- 1wk (Adult)	Cable & Network TV Media Usage
1041	MM00982ZC	Watch Speed- 1wk (Adult)	Cable & Network TV Media Usage
1042	MM08265ZC	Watch Spike TV- 1wk (Adult)	Cable & Network TV Media Usage
1043	MM60706ZC	Watch Starz- 1wk (Adult)	Cable & Network TV Media Usage
1044	MM04358ZC	Watch Sundance Channel- 1wk (Adult)	Cable & Network TV Media Usage
1045	MM00962ZC	Watch Syfy- 1wk (Adult)	Cable & Network TV Media Usage
1046	MM00985ZC	Watch TBS- 1wk (Adult)	Cable & Network TV Media Usage
1047	MM41571ZC	Watch TeenNick- 1wk (Adult)	Cable & Network TV Media Usage
1048	MM06065ZC	Watch Telefutera (Adult)	Cable & Network TV Media Usage
1049	MM06060ZC	Watch Telemundo (Adult)	Cable & Network TV Media Usage
1050	MM00987ZC	Watch The Movie Channel- 1wk (Adult)	Cable & Network TV Media Usage
1051	MM50387ZC	Watch The Tennis Channel- 1wk (Adult)	Cable & Network TV Media Usage
1052	MM00988ZC	Watch The Travel Channel- 1wk (Adult)	Cable & Network TV Media Usage
1053	MM00989ZC	Watch The Weather Channel- 1wk (Adult)	Cable & Network TV Media Usage
1054	MM00990ZC	Watch TLC- 1wk (Adult)	Cable & Network TV Media Usage
1055	MM00992ZC	Watch TNT- 1wk (Adult)	Cable & Network TV Media Usage
1056	MM00928ZC	Watch truTV- 1wk (Adult)	Cable & Network TV Media Usage
1057	MM00994ZC	Watch Turner Classic Movies- 1wk (Adult)	Cable & Network TV Media Usage
1058	MM00996ZC	Watch TV Land- 1wk (Adult)	Cable & Network TV Media Usage
1059	MM60699ZC	Watch TV One- 1wk (Adult)	Cable & Network TV Media Usage
1060	MM06070ZC	Watch Univision (Adult)	Cable & Network TV Media Usage
1061	MM00997ZC	Watch USA Network- 1wk (Adult)	Cable & Network TV Media Usage
1062	MM00998ZC	Watch Vh1- 1wk (Adult)	Cable & Network TV Media Usage
1063	MM08030ZC	Watch Vh1 Classic- 1wk (Adult)	Cable & Network TV Media Usage
1064	MM00999ZC	Watch WE tv- 1wk (Adult)	Cable & Network TV Media Usage
1065	MM00984ZC	Watch WGN Channel- 1wk (Adult)	Cable & Network TV Media Usage
1066	MM60713ZC	Watched Pay-Per-View Programs/Events- 1yr (Adult)	Cable & Network TV Media Usage
1067	MM50106ZC	Internet Use Quintiles: 1 (Adult)	Electronics & Internet
1068	MM50107ZC	Internet Use Quintiles: 2 (Adult)	Electronics & Internet
1069	MM50108ZC	Internet Use Quintiles: 3 (Adult)	Electronics & Internet
1070	MM50109ZC	Internet Use Quintiles: 4 (Adult)	Electronics & Internet
1071	MM50110ZC	Internet Use Quintiles: 5 (Adult)	Electronics & Internet
1072	MM01165ZC	Use Internet- Heavy (Adult)	Electronics & Internet
1073	MM01166ZC	Use Internet- Light (Adult)	Electronics & Internet
1074	MM60715ZC	Accessed Internet from Home: Cable Modem (Adult)	Electronics & Internet
1075	MM60716ZC	Accessed Internet from Home: DSL Connection (Adult)	Electronics & Internet
1076	MM60717ZC	Accessed Internet from Home: Fiber Optic Service (Adult)	Electronics & Internet
1077	MM60720ZC	Accessed Internet with: Desktop Computer- 1mo (Adult)	Electronics & Internet
1078	MM60721ZC	Accessed Internet with: E-reader- 1mo (Adult)	Electronics & Internet
1079	MM60722ZC	Accessed Internet with: iPad or other Tablet- 1mo (Adult)	Electronics & Internet
1080	MM60723ZC	Accessed Internet with: iPod or other MP3 Player- 1mo (Adult)	Electronics & Internet
1081	MM60724ZC	Accessed Internet with: Laptop or Netbook Computer- 1mo (Adult)	Electronics & Internet
1082	MM60748ZC	Amount Spent on TV Sets: <\$100- 1yr (Household)	Electronics & Internet
1083	MM60744ZC	Amount Spent on TV Sets: \$100-\$299- 1yr (Household)	Electronics & Internet
1084	MM60746ZC	Amount Spent on TV Sets: \$300-\$699- 1yr (Household)	Electronics & Internet
1085	MM60747ZC	Amount Spent on TV Sets: \$700-\$999- 1yr (Household)	Electronics & Internet
1086	MM01005ZC	Buy Any TV- 1yr (Household)	Electronics & Internet
1087	MM01006ZC	Buy Any Video Game System- 1yr (Household)	Electronics & Internet
1088	MM01014ZC	Buy Camera Accessories- 1yr (Adult)	Electronics & Internet
1089	MM01016ZC	Buy Camera/Camera Equipment by Internet- 1yr (Adult)	Electronics & Internet
1090	MM42531ZC	Buy Computer Software Accessories by Internet- 1yr (Adult)	Electronics & Internet
1091	MM01023ZC	Buy Computer System- \$1K+ (Household)	Electronics & Internet
1092	MM01024ZC	Buy Computer System- <\$1K (Household)	Electronics & Internet
1093	MM01025ZC	Buy Computers by Internet- 1yr (Adult)	Electronics & Internet
1094	MM60763ZC	Buy DVD Player- 1yr (Household)	Electronics & Internet
1095	MM60764ZC	Buy DVD/Blu-ray Player: Any- 1yr (Household)	Electronics & Internet
1096	MM60765ZC	Buy DVD/Blu-ray Player: Internet Connectable- 1yr (Household)	Electronics & Internet
1097	MM01032ZC	Buy Home PC at Computer Store (Household)	Electronics & Internet
1098	MM01034ZC	Buy Home PC at Electronics Store (Household)	Electronics & Internet
1099	MM01036ZC	Buy Home PC From Manufacturer (Household)	Electronics & Internet
1100	MM50136ZC	Buy Home PC from Online-only Retailer (Household)	Electronics & Internet
1101	MM50137ZC	Buy Home PC from Warehouse/Club Store (Household)	Electronics & Internet
1102	MM01037ZC	Buy Home PC on Online/Internet (Household)	Electronics & Internet
1103	MM04365ZC	Buy MP3 Player- 1yr (Household)	Electronics & Internet
1104	MM01041ZC	Buy Personal Computer- 1yr (Household)	Electronics & Internet
1105	MM42532ZC	Buy Personal Computer from Department/Discount Store (Household)	Electronics & Internet
1106	MM08015ZC	Buy Software- <\$300- 1yr (Household)	Electronics & Internet
1107	MM01046ZC	Buy Software- \$300+ - 1yr (Household)	Electronics & Internet
1108	MM08245ZC	Buy Stereo Equipment- 1yr (Household)	Electronics & Internet
1109	MM08110ZC	Buy Throw-Away Battery- 6mo (Adult)	Electronics & Internet
1110	MM01051ZC	Buy Video Games- \$201+ - 1yr (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1111	MM04383ZC	Definitely/Probably Buy Desktop Computer- 1yr (Adult)	Electronics & Internet
1112	MM04382ZC	Definitely/Probably Buy Digital Video/Digital Camera- 1yr (Adult)	Electronics & Internet
1113	MM04379ZC	Definitely/Probably Buy Giant flat screen/HDTV- 1yr (Adult)	Electronics & Internet
1114	MM04377ZC	Definitely/Probably Buy Home Theater System- 1yr (Adult)	Electronics & Internet
1115	MM04384ZC	Definitely/Probably Buy Laptop Computer- 1yr (Adult)	Electronics & Internet
1116	MM04378ZC	Definitely/Probably Buy Large flat screen/HDTV- 1yr (Adult)	Electronics & Internet
1117	MM04381ZC	Definitely/Probably Buy Portable DVD player- 1yr (Adult)	Electronics & Internet
1118	MM50104ZC	Download Movie- 1mo (Adult)	Electronics & Internet
1119	MM41253ZC	Download podcasts/podcasting Online- 1mo (Adult)	Electronics & Internet
1120	MM50105ZC	Download Video Game- 1mo (Adult)	Electronics & Internet
1121	MM05710ZC	Has Any Digital Video Recorder (DVR) (Household)	Electronics & Internet
1122	MM50399ZC	Has Any Television, Internet, Telephone and/or Cell Phone service Bundle (Household)	Electronics & Internet
1123	MM01052ZC	Has Internet Access at Home using Computer (Household)	Electronics & Internet
1124	MM07400ZC	Has Tivo Digital Video Recorder (DVR) (Household)	Electronics & Internet
1125	MM42071ZC	Internet Service Provider - Cablevision (Household)	Electronics & Internet
1126	MM42073ZC	Internet Service Provider - CenturyLink (Household)	Electronics & Internet
1127	MM42072ZC	Internet Service Provider - Charter (Household)	Electronics & Internet
1128	MM41240ZC	Internet Service Provider- Any Provider (Household)	Electronics & Internet
1129	MM42511ZC	Internet Service Provider- AT&T (Household)	Electronics & Internet
1130	MM41242ZC	Internet Service Provider- Comcast/Xfinity (Household)	Electronics & Internet
1131	MM41243ZC	Internet Service Provider- Cox (Household)	Electronics & Internet
1132	MM41244ZC	Internet Service Provider- Road Runner (Time Warner Cable) (Household)	Electronics & Internet
1133	MM41241ZC	Internet Service Provider- Verizon Online (Household)	Electronics & Internet
1134	MM42513ZC	Internet Yellow Pages- Banking- Finance & Insurance- 1yr (Adult)	Electronics & Internet
1135	MM42514ZC	Internet Yellow Pages- Doctors- Dentists and other Med Services- 1yr (Adult)	Electronics & Internet
1136	MM42515ZC	Internet Yellow Pages- Electronic Equipment- Supplies & Service- 1yr (Adult)	Electronics & Internet
1137	MM42516ZC	Internet Yellow Pages- Home Improvement & Repairs- 1yr (Adult)	Electronics & Internet
1138	MM42520ZC	Internet Yellow Pages- Plumbers & Electricians- 1yr (Adult)	Electronics & Internet
1139	MM42522ZC	Internet Yellow Pages- Travel-Other Services- 1yr (Adult)	Electronics & Internet
1140	MM50111ZC	Likely to Buy Blu-ray Player- 1yr (Adult)	Electronics & Internet
1141	MM01053ZC	Listen Radio on Internet- 1mo (Adult)	Electronics & Internet
1142	MM41252ZC	Look for Movie Listings/Showtimes Online- 1mo (Adult)	Electronics & Internet
1143	MM41250ZC	Look for Recipes Online- 1mo (Adult)	Electronics & Internet
1144	MM41251ZC	Look for TV Listings Online- 1mo (Adult)	Electronics & Internet
1145	MM01054ZC	Make Internet Purchase for Business- 1mo (Adult)	Electronics & Internet
1146	MM01055ZC	Make Internet Purchase for Personal- 1mo (Adult)	Electronics & Internet
1147	MM01057ZC	Make Internet Travel Plans- 1mo (Adult)	Electronics & Internet
1148	MM01058ZC	Most Recent TV Set is Large (27-35") (Household)	Electronics & Internet
1149	MM01059ZC	Most Recent TV Set is Small (Under 13") (Household)	Electronics & Internet
1150	MM41249ZC	Obtain Childcare or Parenting Information- 1mo (Adult)	Electronics & Internet
1151	MM50112ZC	Order from 1800PetMeds Website- 1yr (Adult)	Electronics & Internet
1152	MM50119ZC	Order from JCPenney Website- 1yr (Adult)	Electronics & Internet
1153	MM50120ZC	Order from LLBean Website- 1yr (Adult)	Electronics & Internet
1154	MM50121ZC	Order from Lands End Website- 1yr (Adult)	Electronics & Internet
1155	MM50122ZC	Order from Macys Website- 1yr (Adult)	Electronics & Internet
1156	MM50123ZC	Order from Nordstrom Website- 1yr (Adult)	Electronics & Internet
1157	MM50125ZC	Order from Other Catalog or Mail Order Service Website- 1yr (Adult)	Electronics & Internet
1158	MM50126ZC	Order from Other Department/Specialty Store Website- 1yr (Adult)	Electronics & Internet
1159	MM50127ZC	Order from Pottery Barn Website- 1yr (Adult)	Electronics & Internet
1160	MM50128ZC	Order from ProFlowers Website- 1yr (Adult)	Electronics & Internet
1161	MM50129ZC	Order from QVC Website- 1yr (Adult)	Electronics & Internet
1162	MM50130ZC	Order from Staples Website- 1yr (Adult)	Electronics & Internet
1163	MM50131ZC	Order from Victoria's Secret Website- 1yr (Adult)	Electronics & Internet
1164	MM60811ZC	Own 1 TV Set (Household)	Electronics & Internet
1165	MM60812ZC	Own 2 TV Sets (Household)	Electronics & Internet
1166	MM01061ZC	Own 3+ Television Sets (Household)	Electronics & Internet
1167	MM01062ZC	Own 4+ Television Sets (Household)	Electronics & Internet
1168	MM01063ZC	Own Accounting Software (Household)	Electronics & Internet
1169	MM51030ZC	Own Any Amazon Kindle (Adult)	Electronics & Internet
1170	MM51031ZC	Own Any Barnes & Noble Nook (Adult)	Electronics & Internet
1171	MM60818ZC	Own Any Computer Printer (Household)	Electronics & Internet
1172	MM51032ZC	Own Any Internet Video Devices for TV (Adult)	Electronics & Internet
1173	MM50415ZC	Own Any tablet or e-reader (Adult)	Electronics & Internet
1174	MM41205ZC	Own Apple iPod Classic (Adult)	Electronics & Internet
1175	MM41206ZC	Own Apple iPod nano (Adult)	Electronics & Internet
1176	MM41207ZC	Own Apple iPod shuffle (Adult)	Electronics & Internet
1177	MM50133ZC	Own Apple iPod touch (Adult)	Electronics & Internet
1178	MM42533ZC	Own Apple MacBook Pro Computer (Household)	Electronics & Internet
1179	MM01065ZC	Own Apple Systems 10.X Software (Household)	Electronics & Internet
1180	MM51033ZC	Own Apple TV Internet Video Devices for TV (Adult)	Electronics & Internet
1181	MM01069ZC	Own Apple/Mac PC (Household)	Electronics & Internet
1182	MM60820ZC	Own Apple/Mac: iMac (Household)	Electronics & Internet
1183	MM60821ZC	Own Apple/Mac: Other Apple/Mac (Household)	Electronics & Internet
1184	MM60822ZC	Own Blu-ray Player (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1185	MM50391ZC	Own Blu-ray RE (Blu-ray Burner) (Household)	Electronics & Internet
1186	MM50390ZC	Own Blu-ray ROM Drive (Household)	Electronics & Internet
1187	MM01074ZC	Own Communication/Fax Software (Household)	Electronics & Internet
1188	MM60823ZC	Own Computer Peripherals: Any (Household)	Electronics & Internet
1189	MM60824ZC	Own Computer Printer Only (Household)	Electronics & Internet
1190	MM60825ZC	Own Computer Software: Any (Household)	Electronics & Internet
1191	MM01077ZC	Own Database/Filing Software (Household)	Electronics & Internet
1192	MM01078ZC	Own Dell PC (Household)	Electronics & Internet
1193	MM60826ZC	Own Desktop (Household)	Electronics & Internet
1194	MM01079ZC	Own Desktop PC (Household)	Electronics & Internet
1195	MM01080ZC	Own Desktop Publishing Software (Household)	Electronics & Internet
1196	MM60828ZC	Own DVD Player (Household)	Electronics & Internet
1197	MM01081ZC	Own DVD/Blu-Ray Player (Household)	Electronics & Internet
1198	MM01082ZC	Own Education Software (Household)	Electronics & Internet
1199	MM01084ZC	Own Entertainment/Games Software (Household)	Electronics & Internet
1200	MM60829ZC	Own Fax Machine only (Household)	Electronics & Internet
1201	MM01086ZC	Own Financial/Tax Software (Household)	Electronics & Internet
1202	MM01089ZC	Own Gateway PC (Household)	Electronics & Internet
1203	MM04369ZC	Own Giant Screen TV- 42in+ (Household)	Electronics & Internet
1204	MM01090ZC	Own Graphics Software (Household)	Electronics & Internet
1205	MM01092ZC	Own HDTV (Household)	Electronics & Internet
1206	MM01093ZC	Own Hewlett-Packard PC (Household)	Electronics & Internet
1207	MM01094ZC	Own Home Networking Software (Household)	Electronics & Internet
1208	MM01095ZC	Own Home Theater System (Household)	Electronics & Internet
1209	MM01049ZC	Own In Home Cordless Telephone (Household)	Electronics & Internet
1210	MM60832ZC	Own Internet Connectable DVD/Blu-ray Player (Household)	Electronics & Internet
1211	MM01099ZC	Own LAN/Network Interface Cards (Household)	Electronics & Internet
1212	MM60833ZC	Own Laptop/Notebook (Household)	Electronics & Internet
1213	MM01100ZC	Own Laptop/Notebook PC (Household)	Electronics & Internet
1214	MM01101ZC	Own Large Screen TV- 27in+ (Household)	Electronics & Internet
1215	MM07325ZC	Own LCD TV (Household)	Electronics & Internet
1216	MM01104ZC	Own Miniature TV (Household)	Electronics & Internet
1217	MM01105ZC	Own Modem (Household)	Electronics & Internet
1218	MM41204ZC	Own MP3 Player (Adult)	Electronics & Internet
1219	MM01108ZC	Own MS Windows 2000 Software (Household)	Electronics & Internet
1220	MM50392ZC	Own MS Windows 7 Software (Household)	Electronics & Internet
1221	MM01111ZC	Own MS Windows 98 Software (Household)	Electronics & Internet
1222	MM42510ZC	Own MS Windows Vista Software (Household)	Electronics & Internet
1223	MM01113ZC	Own MS Windows XP Software (Household)	Electronics & Internet
1224	MM01114ZC	Own Multimedia Software (Household)	Electronics & Internet
1225	MM60834ZC	Own Netbook (Household)	Electronics & Internet
1226	MM07315ZC	Own Nintendo DS (Household)	Electronics & Internet
1227	MM51034ZC	Own Nintendo DSi/DSi XL (Adult)	Electronics & Internet
1228	MM60835ZC	Own Non-Recordable DVD/Blu-ray Player (Household)	Electronics & Internet
1229	MM01117ZC	Own PC (Household)	Electronics & Internet
1230	MM01118ZC	Own PC CD-ROM Drive (Household)	Electronics & Internet
1231	MM01119ZC	Own PC DVD Player (Household)	Electronics & Internet
1232	MM01121ZC	Own PC Scanner (Household)	Electronics & Internet
1233	MM01122ZC	Own PC Speakers (Household)	Electronics & Internet
1234	MM01124ZC	Own PC Tape Backup (Household)	Electronics & Internet
1235	MM08060ZC	Own Plasma TV (Household)	Electronics & Internet
1236	MM60844ZC	Own Portable DVD/Blu-ray Player (Household)	Electronics & Internet
1237	MM60845ZC	Own Portable GPS Navigation Device (Household)	Electronics & Internet
1238	MM01128ZC	Own Projection Screen TV (Household)	Electronics & Internet
1239	MM01129ZC	Own Receiver-Amplifier (Household)	Electronics & Internet
1240	MM60846ZC	Own Recordable DVD/Blu-ray Player (Household)	Electronics & Internet
1241	MM01130ZC	Own Regular Screen TV (Household)	Electronics & Internet
1242	MM42146ZC	Own Regular TV (Household)	Electronics & Internet
1243	MM50643ZC	Own Roku (Adult)	Electronics & Internet
1244	MM01131ZC	Own Satellite Dish (Household)	Electronics & Internet
1245	MM04360ZC	Own Sony PlayStation 2 (Household)	Electronics & Internet
1246	MM60847ZC	Own Sony PSP/PSPgo (Adult)	Electronics & Internet
1247	MM01136ZC	Own Spreadsheet Software (Household)	Electronics & Internet
1248	MM60849ZC	Own Standard DVD/Blu-ray Player (Household)	Electronics & Internet
1249	MM01138ZC	Own Stereo TV (Household)	Electronics & Internet
1250	MM01139ZC	Own TV Monitor with Input/Output Jacks (Household)	Electronics & Internet
1251	MM01141ZC	Own TV with Closed Caption (Household)	Electronics & Internet
1252	MM01143ZC	Own TV with Picture in Picture (Household)	Electronics & Internet
1253	MM01147ZC	Own Web Authoring Software (Household)	Electronics & Internet
1254	MM50134ZC	Own Wireless Router (Household)	Electronics & Internet
1255	MM01148ZC	Own Word Processing Software (Household)	Electronics & Internet
1256	MM01149ZC	Own Writeable CD/CD Burner (Household)	Electronics & Internet
1257	MM41209ZC	Own Xbox 360 (Household)	Electronics & Internet
1258	MM60852ZC	Own Any Brand Personal Computer HH Owns (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1259	MM60853ZC	Own Any Audio Equipment (Household)	Electronics & Internet
1260	MM60854ZC	Own Compact Disc Player(Household)	Electronics & Internet
1261	MM60855ZC	Own Headphones (earbuds) (Household)	Electronics & Internet
1262	MM60856ZC	Own MP3 Player Docking Station (Household)	Electronics & Internet
1263	MM60857ZC	Own Multi-Component System (Household)	Electronics & Internet
1264	MM60858ZC	Own Noise Reduction Headphones (Household)	Electronics & Internet
1265	MM60859ZC	Own Other Headphones (Household)	Electronics & Internet
1266	MM60860ZC	Own Other Speakers (Household)	Electronics & Internet
1267	MM60861ZC	Own Outdoor Speakers (Household)	Electronics & Internet
1268	MM41248ZC	Participate in Online Dating- 1mo (Adult)	Electronics & Internet
1269	MM41246ZC	Pay Bills Online- 1mo (Adult)	Electronics & Internet
1270	MM60864ZC	Personal Computers at Home Professionally Serviced or Upgraded - 1yr (Household)	Electronics & Internet
1271	MM50677ZC	Play PlayStation Network (5+ times)-1wk (Adult)	Electronics & Internet
1272	MM50679ZC	Play Xbox LIVE (5+ times)-1wk (Adult)	Electronics & Internet
1273	MM50135ZC	Posted Comment/Review on Blog, Online Forum, etc.- 1mo (Adult)	Electronics & Internet
1274	MM50661ZC	Social Network Website Activities: Clicked on an Advertisement- 1mo (Adult)	Electronics & Internet
1275	MM50400ZC	Social Network Website Activities: Commented on a Friends post- 1mo (Adult)	Electronics & Internet
1276	MM50663ZC	Social Network Website Activities: Followed or became a fan- 1mo (Adult)	Electronics & Internet
1277	MM50664ZC	Social Network Website Activities: Invited people to an event- 1mo (Adult)	Electronics & Internet
1278	MM50402ZC	Social Network Website Activities: Played a game- 1mo (Adult)	Electronics & Internet
1279	MM50665ZC	Social Network Website Activities: Posted a blog entry- 1mo (Adult)	Electronics & Internet
1280	MM50403ZC	Social Network Website Activities: Posted a picture- 1mo (Adult)	Electronics & Internet
1281	MM50404ZC	Social Network Website Activities: Posted a video- 1mo (Adult)	Electronics & Internet
1282	MM50405ZC	Social Network Website Activities: Posted a website link- 1mo (Adult)	Electronics & Internet
1283	MM50666ZC	Social Network Website Activities: Posted that you Like something- 1mo (Adult)	Electronics & Internet
1284	MM50667ZC	Social Network Website Activities: Posted your current location- 1mo (Adult)	Electronics & Internet
1285	MM50406ZC	Social Network Website Activities: Rated or reviewed product/service- 1mo (Adult)	Electronics & Internet
1286	MM50407ZC	Social Network Website Activities: Sent a message or e-mail- 1mo (Adult)	Electronics & Internet
1287	MM50668ZC	Social Network Website Activities: Sent a real or virtual gift- 1mo (Adult)	Electronics & Internet
1288	MM50409ZC	Social Network Website Activities: Updated your profile- 1mo (Adult)	Electronics & Internet
1289	MM50408ZC	Social Network Website Activities: Updated your status- 1mo (Adult)	Electronics & Internet
1290	MM50410ZC	Social Network Website Activities: Used IM- 1mo (Adult)	Electronics & Internet
1291	MM50411ZC	Social Network Website Activities: Visited friends profile or page- 1mo (Adult)	Electronics & Internet
1292	MM50669ZC	Social Network Website Activities: Watched a video- 1mo (Adult)	Electronics & Internet
1293	MM50670ZC	Stream Game thru Online Game System (1+ times)-1mo (Adult)	Electronics & Internet
1294	MM01150ZC	Use America Online- 1mo (Adult)	Electronics & Internet
1295	MM05815ZC	Use Any Broadband or High Speed Connection for Internet Access from Home (Household)	Electronics & Internet
1296	MM50412ZC	Use Facebook Instant Messenger- 1mo (Adult)	Electronics & Internet
1297	MM01164ZC	Use Internet- 1mo (Adult)	Electronics & Internet
1298	MM01152ZC	Use Internet at Home- 1mo (Adult)	Electronics & Internet
1299	MM01153ZC	Use Internet for Car Purchase Info- 1mo (Adult)	Electronics & Internet
1300	MM01154ZC	Use Internet for Chat- 1mo (Adult)	Electronics & Internet
1301	MM01155ZC	Use Internet for E-Mail- 1mo (Adult)	Electronics & Internet
1302	MM01156ZC	Use Internet for Financial Information- 1mo (Adult)	Electronics & Internet
1303	MM01158ZC	Use Internet for Job Search- 1mo (Adult)	Electronics & Internet
1304	MM01159ZC	Use Internet for Medical Information- 1mo (Adult)	Electronics & Internet
1305	MM01160ZC	Use Internet for News/Current Affairs- 1mo (Adult)	Electronics & Internet
1306	MM01161ZC	Use Internet for Online Games- 1mo (Adult)	Electronics & Internet
1307	MM01162ZC	Use Internet for Real Estate Information- 1mo (Adult)	Electronics & Internet
1308	MM01163ZC	Use Internet for Sports News- 1mo (Adult)	Electronics & Internet
1309	MM05820ZC	Use Internet for Tracking Investments- 1mo (Adult)	Electronics & Internet
1310	MM42069ZC	Use Internet to Download a TV Program- 1mo (Adult)	Electronics & Internet
1311	MM01047ZC	Use Internet to Download Music- 1mo (Adult)	Electronics & Internet
1312	MM05830ZC	Use Internet to Make a Phone Call- 1mo (Adult)	Electronics & Internet
1313	MM60881ZC	Use Internet to Obtain Information about Entertainment/Celebrities- 1mo (Adult)	Electronics & Internet
1314	MM60882ZC	Use Internet to Send an Electronic Greeting Card- 1mo (Adult)	Electronics & Internet
1315	MM60883ZC	Use Internet to Share Photos through Internet Website- 1mo (Adult)	Electronics & Internet
1316	MM60884ZC	Use Internet to Upload or Add Video to Website 1mo (Adult)	Electronics & Internet
1317	MM60885ZC	Use Internet to Use instant Messenger/IM- 1mo (Adult)	Electronics & Internet
1318	MM05825ZC	Use Internet to Visit Online Blogs- 1mo (Adult)	Electronics & Internet
1319	MM50394ZC	Use Internet to Watch a movie online- 1mo (Adult)	Electronics & Internet
1320	MM50395ZC	Use Internet to Watch other online video- 1mo (Adult)	Electronics & Internet
1321	MM50147ZC	Use Internet to Watch TV Program Online- 1mo (Adult)	Electronics & Internet
1322	MM60886ZC	Use Internet to Take an Online Class or Course- 1mo (Adult)	Electronics & Internet
1323	MM50139ZC	Use Internet via a Cell Phone or Smartphone- 1mo (Adult)	Electronics & Internet
1324	MM50138ZC	Use Internet via Any Computer- 1mo (Adult)	Electronics & Internet
1325	MM41367ZC	Use Internet Yellow Pages for Any Reference (Net)- 1yr (Adult)	Electronics & Internet
1326	MM41370ZC	Use Internet Yellow Pages for Airlines/Airline Tickets- 1yr (Adult)	Electronics & Internet
1327	MM41354ZC	Use Internet Yellow Pages for Attorneys- 1yr (Adult)	Electronics & Internet
1328	MM41302ZC	Use Internet Yellow Pages for Auto Dealers & Sales- 1yr (Adult)	Electronics & Internet
1329	MM41303ZC	Use Internet Yellow Pages for Auto Parts & Supplies- 1yr (Adult)	Electronics & Internet
1330	MM41305ZC	Use Internet Yellow Pages for Auto Repair & Services- 1yr (Adult)	Electronics & Internet
1331	MM41344ZC	Use Internet Yellow Pages for Beauty Salons- 1yr (Adult)	Electronics & Internet
1332	MM41365ZC	Use Internet Yellow Pages for Department Stores- 1yr (Adult)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1333	MM41349ZC	Use Internet Yellow Pages for Florists- 1yr (Adult)	Electronics & Internet
1334	MM41368ZC	Use Internet Yellow Pages for Hotels/Motels- 1yr (Adult)	Electronics & Internet
1335	MM41352ZC	Use Internet Yellow Pages for Pharmacies- 1yr (Adult)	Electronics & Internet
1336	MM41309ZC	Use Internet Yellow Pages for Pizza- 1yr (Adult)	Electronics & Internet
1337	MM41326ZC	Use Internet Yellow Pages for Real Estate Services- 1yr (Adult)	Electronics & Internet
1338	MM41307ZC	Use Internet Yellow Pages for Restaurants- 1yr (Adult)	Electronics & Internet
1339	MM41310ZC	Use Internet Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Electronics & Internet
1340	MM41308ZC	Use Internet Yellow Pages for Theaters- 1yr (Adult)	Electronics & Internet
1341	MM42091ZC	Use MP3 Player for Listening to Music (Adult)	Electronics & Internet
1342	MM42092ZC	Use MP3 Player for Listening to Podcasts (Adult)	Electronics & Internet
1343	MM42093ZC	Use MP3 Player for Other (Adult)	Electronics & Internet
1344	MM42094ZC	Use MP3 Player for Playing Video Game (Adult)	Electronics & Internet
1345	MM42095ZC	Use MP3 Player for Watching Video/Movie (Adult)	Electronics & Internet
1346	MM50414ZC	Use Skype Instant Messenger- 1mo (Adult)	Electronics & Internet
1347	MM60895ZC	Use Internet at Another Place- 1mo (Adult)	Electronics & Internet
1348	MM60896ZC	Use Internet at School or Library- 1mo (Adult)	Electronics & Internet
1349	MM60897ZC	Use Internet at Work- 1mo (Adult)	Electronics & Internet
1350	MM60906ZC	Visit abc.com- 1mo (Adult)	Electronics & Internet
1351	MM41272ZC	Visit abcnews.com- 1mo (Adult)	Electronics & Internet
1352	MM41264ZC	Visit about.com- 1mo (Adult)	Electronics & Internet
1353	MM41300ZC	Visit accuweather.com- 1mo (Adult)	Electronics & Internet
1354	MM41276ZC	Visit amazon.com- 1mo (Adult)	Electronics & Internet
1355	MM51035ZC	Visit Answers.com/WikiAnswers- 1mo (Adult)	Electronics & Internet
1356	MM50140ZC	Visit Any Radio Station/Program/Personality's Website- 1mo (Adult)	Electronics & Internet
1357	MM50645ZC	Visit Any Socializing/Network- 1mo (Adult)	Electronics & Internet
1358	MM42145ZC	Visit any Spanish Language Website- 1mo (Adult)	Electronics & Internet
1359	MM41256ZC	Visit AOL email- 1mo (Adult)	Electronics & Internet
1360	MM04370ZC	Visit ask.com- 1mo (Adult)	Electronics & Internet
1361	MM60907ZC	Visit bankrate.com- 1mo (Adult)	Electronics & Internet
1362	MM60908ZC	Visit Bing Maps- 1mo (Adult)	Electronics & Internet
1363	MM01178ZC	Visit bing.com- 1mo (Adult)	Electronics & Internet
1364	MM41271ZC	Visit careerbuilder.com- 1mo (Adult)	Electronics & Internet
1365	MM04371ZC	Visit cbs.com- 1mo (Adult)	Electronics & Internet
1366	MM41274ZC	Visit cbsnews.com- 1mo (Adult)	Electronics & Internet
1367	MM01170ZC	Visit cbssports.com- 1mo (Adult)	Electronics & Internet
1368	MM41291ZC	Visit cheaptickets.com- 1mo (Adult)	Electronics & Internet
1369	MM01171ZC	Visit cnet.com- 1mo (Adult)	Electronics & Internet
1370	MM01172ZC	Visit cnn.com- 1mo (Adult)	Electronics & Internet
1371	MM50647ZC	Visit Coupons.com- 1mo (Adult)	Electronics & Internet
1372	MM05795ZC	Visit disney.com- 1mo (Adult)	Electronics & Internet
1373	MM41278ZC	Visit ebay.com- 1mo (Adult)	Electronics & Internet
1374	MM50648ZC	Visit eHow.com- 1mo (Adult)	Electronics & Internet
1375	MM01173ZC	Visit espn.com- 1mo (Adult)	Electronics & Internet
1376	MM41292ZC	Visit expedia.com- 1mo (Adult)	Electronics & Internet
1377	MM42155ZC	Visit Facebook.com- 1mo (Adult)	Electronics & Internet
1378	MM42524ZC	Visit flickr.com- 1mo (Adult)	Electronics & Internet
1379	MM04372ZC	Visit fox.com- 1mo (Adult)	Electronics & Internet
1380	MM60909ZC	Visit foxnews.com- 1mo (Adult)	Electronics & Internet
1381	MM41284ZC	Visit foxsports.com- 1mo (Adult)	Electronics & Internet
1382	MM41247ZC	Visit Gambling Site Online- 1mo (Adult)	Electronics & Internet
1383	MM41257ZC	Visit gmail.com - 1mo (Adult)	Electronics & Internet
1384	MM01175ZC	Visit google.com- 1mo (Adult)	Electronics & Internet
1385	MM50651ZC	Visit Groupon.com- 1mo (Adult)	Electronics & Internet
1386	MM41293ZC	Visit hotels.com- 1mo (Adult)	Electronics & Internet
1387	MM50142ZC	Visit Hotwire.com- 1mo (Adult)	Electronics & Internet
1388	MM50652ZC	Visit HuffingtonPost.com- 1mo (Adult)	Electronics & Internet
1389	MM41259ZC	Visit Internet Movie Database (imdb.com)- 1mo (Adult)	Electronics & Internet
1390	MM50143ZC	Visit iTunes.com- 1mo (Adult)	Electronics & Internet
1391	MM50144ZC	Visit LinkedIn.com- 1mo (Adult)	Electronics & Internet
1392	MM41294ZC	Visit mapquest.com- 1mo (Adult)	Electronics & Internet
1393	MM41295ZC	Visit maps.google.com- 1mo (Adult)	Electronics & Internet
1394	MM41286ZC	Visit mlb.com- 1mo (Adult)	Electronics & Internet
1395	MM60910ZC	Visit monster.com- 1mo (Adult)	Electronics & Internet
1396	MM41260ZC	Visit moviefone.com- 1mo (Adult)	Electronics & Internet
1397	MM41263ZC	Visit movies.yahoo.com- 1mo (Adult)	Electronics & Internet
1398	MM41261ZC	Visit msnmovies.com- 1mo (Adult)	Electronics & Internet
1399	MM01180ZC	Visit mtv.com- 1mo (Adult)	Electronics & Internet
1400	MM41287ZC	Visit nascar.com- 1mo (Adult)	Electronics & Internet
1401	MM41288ZC	Visit nba.com- 1mo (Adult)	Electronics & Internet
1402	MM50397ZC	Visit NBC Sports website- 1mo (Adult)	Electronics & Internet
1403	MM04374ZC	Visit nbc.com- 1mo (Adult)	Electronics & Internet
1404	MM01179ZC	Visit nbcnews.com- 1mo (Adult)	Electronics & Internet
1405	MM41275ZC	Visit news.yahoo.com- 1mo (Adult)	Electronics & Internet
1406	MM41289ZC	Visit nfl.com- 1mo (Adult)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1407	MMO4375ZC	Visit nytimes.com- 1mo (Adult)	Electronics & Internet
1408	MM41296ZC	Visit orbitz.com- 1mo (Adult)	Electronics & Internet
1409	MMO5790ZC	Visit outlook.com- 1mo (Adult)	Electronics & Internet
1410	MM41279ZC	Visit overstock.com- 1mo (Adult)	Electronics & Internet
1411	MM50653ZC	Visit Pandora.com- 1mo (Adult)	Electronics & Internet
1412	MMO1182ZC	Visit pbs.com- 1mo (Adult)	Electronics & Internet
1413	MM50654ZC	Visit Picasa- 1mo (Adult)	Electronics & Internet
1414	MM41299ZC	Visit priceline.com- 1mo (Adult)	Electronics & Internet
1415	MM50398ZC	Visit Shutterfly.com- 1mo (Adult)	Electronics & Internet
1416	MM41290ZC	Visit sports.yahoo.com- 1mo (Adult)	Electronics & Internet
1417	MM41262ZC	Visit ticketmaster.com- 1mo (Adult)	Electronics & Internet
1418	MM41297ZC	Visit travelocity.com- 1mo (Adult)	Electronics & Internet
1419	MM41298ZC	Visit tripadvisor.com- 1mo (Adult)	Electronics & Internet
1420	MM50656ZC	Visit Tumblr- 1mo (Adult)	Electronics & Internet
1421	MMO1183ZC	Visit TV Network/Show Web site- 1mo (Adult)	Electronics & Internet
1422	MM50145ZC	Visit twitter.com- 1mo (Adult)	Electronics & Internet
1423	MM42158ZC	Visit Univision.com- 1mo (Adult)	Electronics & Internet
1424	MMO1184ZC	Visit usatoday.com- 1mo (Adult)	Electronics & Internet
1425	MMO1185ZC	Visit weather.com- 1mo (Adult)	Electronics & Internet
1426	MMO5805ZC	Visit weatherbug.com- 1mo (Adult)	Electronics & Internet
1427	MMO5800ZC	Visit webmd.com- 1mo (Adult)	Electronics & Internet
1428	MM41267ZC	Visit whitepages.com- 1mo (Adult)	Electronics & Internet
1429	MM41268ZC	Visit wikipedia.org- 1mo (Adult)	Electronics & Internet
1430	MMO4376ZC	Visit wsj.com- 1mo (Adult)	Electronics & Internet
1431	MM50657ZC	Visit WWE.com- 1mo (Adult)	Electronics & Internet
1432	MMO1186ZC	Visit Yahoo!- 1mo (Adult)	Electronics & Internet
1433	MM50658ZC	Visit Yahoo! Answers- 1mo (Adult)	Electronics & Internet
1434	MM41258ZC	Visit Yahoo! email- 1mo (Adult)	Electronics & Internet
1435	MM60911ZC	Visit Yahoo! Maps- 1mo (Adult)	Electronics & Internet
1436	MM41269ZC	Visit yellowpages.com- 1mo (Adult)	Electronics & Internet
1437	MM50660ZC	Visit Yelp- 1mo (Adult)	Electronics & Internet
1438	MM42157ZC	Visit YouTube.com- 1mo (Adult)	Electronics & Internet
1439	MM41255ZC	Went Online via Wi-Fi/Wireless Outside of Home- 1mo (Adult)	Electronics & Internet
1440	MM41254ZC	Write a Blog Online- 1mo (Adult)	Electronics & Internet
1441	MM42544ZC	Acquire Auto Loan- 1yr (Adult)	Finance, Insurance and Investments
1442	MM42545ZC	Acquire Home Mortgage (1st)- 1yr (Adult)	Finance, Insurance and Investments
1443	MMO1189ZC	Bank by Mail- 1yr (Adult)	Finance, Insurance and Investments
1444	MMO1190ZC	Bank by Mail/Phone- 1yr (Adult)	Finance, Insurance and Investments
1445	MMO1188ZC	Bank by Online/Internet- 1yr (Adult)	Finance, Insurance and Investments
1446	MMO4424ZC	Definitely/Probably Buy First House/Residence- 1yr (Adult)	Finance, Insurance and Investments
1447	MMO4429ZC	Definitely/Probably Buy Life Insurance- 1yr (Adult)	Finance, Insurance and Investments
1448	MMO4425ZC	Definitely/Probably Buy Second House/Vacation Home- 1yr (Adult)	Finance, Insurance and Investments
1449	MMO4430ZC	Definitely/Probably Invest In Stocks/Bonds/Mutual Funds- 1yr (Adult)	Finance, Insurance and Investments
1450	MMO4431ZC	Definitely/Probably Retire from Full-Time Work- 1yr (Adult)	Finance, Insurance and Investments
1451	MMO4426ZC	Definitely/Probably Sell House/Residence- 1yr (Adult)	Finance, Insurance and Investments
1452	MMO4433ZC	Definitely/Probably Start or Buy New Business- 1yr (Adult)	Finance, Insurance and Investments
1453	MMO4427ZC	Definitely/Probably Take Out 2nd Mortgage/Equity Loan- 1yr (Adult)	Finance, Insurance and Investments
1454	MM50688ZC	Has 401 (k) with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1455	MM50689ZC	Has 401 (k) with Current Market Value \$10,000 - \$49,999 (Adult)	Finance, Insurance and Investments
1456	MM50690ZC	Has 401 (k) with Current Market Value \$50,000 - \$149,999 (Adult)	Finance, Insurance and Investments
1457	MM50691ZC	Has 401 (k) with Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments
1458	MM50694ZC	Has 529 Plan (College Savings Plan) with Cur Mrkt Value <\$10K (Adult)	Finance, Insurance and Investments
1459	MMO1194ZC	Has a 401K Account (Adult)	Finance, Insurance and Investments
1460	MM50434ZC	Has a 403 (b) Account (Adult)	Finance, Insurance and Investments
1461	MMO4658ZC	Has a 529 College Savings Account (Adult)	Finance, Insurance and Investments
1462	MMO4423ZC	Has Accepted a Pre-Approved Credit Offer- 1yr (Adult)	Finance, Insurance and Investments
1463	MMO1195ZC	Has Accidental Death & Dismemberment (AD&D) Insurance (Adult)	Finance, Insurance and Investments
1464	MM50431ZC	Has acquired or added to 401 (k)- 1yr (Adult)	Finance, Insurance and Investments
1465	MM50432ZC	Has acquired or added to any retirement/college saving plan- 1yr (Adult)	Finance, Insurance and Investments
1466	MM50433ZC	Has acquired or added to IRA- 1yr (Adult)	Finance, Insurance and Investments
1467	MM50161ZC	Has American Express Charge Card (Adult)	Finance, Insurance and Investments
1468	MM42555ZC	Has American Express Other Charge Card (Adult)	Finance, Insurance and Investments
1469	MMO1197ZC	Has an IRA Account (Adult)	Finance, Insurance and Investments
1470	MMO1199ZC	Has Any Department Store Credit Card (Adult)	Finance, Insurance and Investments
1471	MMO1200ZC	Has Any Homeowner/Personal Property Insurance (Adult)	Finance, Insurance and Investments
1472	MM50436ZC	Has any Retirement or College Saving Plan (Adult)	Finance, Insurance and Investments
1473	MMO1202ZC	Has Auto Collision Insurance (Adult)	Finance, Insurance and Investments
1474	MMO1203ZC	Has Auto Comprehensive Insurance (Adult)	Finance, Insurance and Investments
1475	MMO7200ZC	Has Auto Insurance- Direct from Company via phone (Adult)	Finance, Insurance and Investments
1476	MMO7205ZC	Has Auto Insurance- Direct from Company via website (Adult)	Finance, Insurance and Investments
1477	MMO1209ZC	Has Average Credit Card Expenditure- <\$181- 1mo (Adult)	Finance, Insurance and Investments
1478	MMO1206ZC	Has Average Credit Card Expenditure- \$181-\$225- 1mo (Adult)	Finance, Insurance and Investments
1479	MMO1207ZC	Has Average Credit Card Expenditure- \$226-\$450- 1mo (Adult)	Finance, Insurance and Investments
1480	MMO1208ZC	Has Average Credit Card Expenditure- \$451+- 1mo (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1481	MMO4421ZC	Has Average Credit Card Expenditure- \$1,001+ - 1mo (Adult)	Finance, Insurance and Investments
1482	MMO4390ZC	Has Bank Card Issued By Bank of America (Adult)	Finance, Insurance and Investments
1483	MM42534ZC	Has Bank Card Issued By Chase- 1yr (Adult)	Finance, Insurance and Investments
1484	MMO4394ZC	Has Bank Card Issued By Citibank (Adult)	Finance, Insurance and Investments
1485	MM42162ZC	Has Bank Card Issued By HSBC (Adult)	Finance, Insurance and Investments
1486	MM50420ZC	Has Bank Card Issued By PNC (Adult)	Finance, Insurance and Investments
1487	MM50152ZC	Has Bank Card Issued By TD Bank (Adult)	Finance, Insurance and Investments
1488	MM42163ZC	Has Bank Card Issued By U.S. Bank (Adult)	Finance, Insurance and Investments
1489	MM50421ZC	Has Bank Card Issued By Wells Fargo (Adult)	Finance, Insurance and Investments
1490	MMO4402ZC	Has Bank Card- Rewards- Airline Miles (Adult)	Finance, Insurance and Investments
1491	MMO4401ZC	Has Bank Card- Rewards- Cash Back (Adult)	Finance, Insurance and Investments
1492	MMO4407ZC	Has Bank Card- Rewards- Gas Discounts (Adult)	Finance, Insurance and Investments
1493	MMO4404ZC	Has Bank Card- Rewards- Gifts (Adult)	Finance, Insurance and Investments
1494	MMO4403ZC	Has Bank Card- Rewards- Hotel/Car Rental Discount (Adult)	Finance, Insurance and Investments
1495	MMO1211ZC	Has Combined Home/Auto Insurance (Adult)	Finance, Insurance and Investments
1496	MMO4422ZC	Has Credit Card w/Balance Usually Carried (Adult)	Finance, Insurance and Investments
1497	MMO1212ZC	Has Dental Insurance (Adult)	Finance, Insurance and Investments
1498	MMO4415ZC	Has Dillard's Credit Card (Adult)	Finance, Insurance and Investments
1499	MMO1213ZC	Has Disability/Loss of Income Insurance (Adult)	Finance, Insurance and Investments
1500	MMO1215ZC	Has First Personal/Joint Home Mortgage (Adult)	Finance, Insurance and Investments
1501	MMO1220ZC	Has Home/Personal Property Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1502	MM50150ZC	Has Homeowner/Personal Property Coverage Less than \$100K (Adult)	Finance, Insurance and Investments
1503	MM50422ZC	Has Homeowner/Personal Property Coverage \$100,000 - \$199,999 (Adult)	Finance, Insurance and Investments
1504	MM50423ZC	Has Homeowner/Personal Property Coverage \$200,000 - \$299,999 (Adult)	Finance, Insurance and Investments
1505	MMO1222ZC	Has Homeowner/Personal Property Insurance- \$300K+ (Adult)	Finance, Insurance and Investments
1506	MMO1226ZC	Has Homeowner/Personal Property Insurance- Floater Policy (Adult)	Finance, Insurance and Investments
1507	MM42166ZC	Has Homeowner/Personal Property Insurance- Less Than \$25K (Adult)	Finance, Insurance and Investments
1508	MMO1234ZC	Has Insured Money Market Account (Adult)	Finance, Insurance and Investments
1509	MMO1235ZC	Has Interest Checking Account (Adult)	Finance, Insurance and Investments
1510	MM50685ZC	Has IRA with Current Market Value \$10,000 - \$49,999 (Adult)	Finance, Insurance and Investments
1511	MM50687ZC	Has IRA with Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments
1512	MM50686ZC	Has IRA with Current Market Value \$50,000 - \$149,999 (Adult)	Finance, Insurance and Investments
1513	MM50684ZC	Has IRA with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1514	MMO1236ZC	Has JCPenney Credit Card (Adult)	Finance, Insurance and Investments
1515	MMO1242ZC	Has Life Insurance- \$20K-\$49k (Adult)	Finance, Insurance and Investments
1516	MMO1243ZC	Has Life Insurance- \$250K+ (Adult)	Finance, Insurance and Investments
1517	MMO1244ZC	Has Life Insurance- \$50K-249K (Adult)	Finance, Insurance and Investments
1518	MMO1237ZC	Has Life Insurance (Adult)	Finance, Insurance and Investments
1519	MMO1245ZC	Has Life Insurance- <\$20K (Adult)	Finance, Insurance and Investments
1520	MMO1246ZC	Has Life Insurance- <\$50K (Adult)	Finance, Insurance and Investments
1521	MMO1247ZC	Has Life Insurance- Combination Term/Whole Policy (Adult)	Finance, Insurance and Investments
1522	MMO1390ZC	Has Life Insurance- MetLife Policy (Adult)	Finance, Insurance and Investments
1523	MMO1249ZC	Has Life Insurance- Term Policy (Adult)	Finance, Insurance and Investments
1524	MMO1238ZC	Has Life Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1525	MMO1240ZC	Has Life Insurance Through Place of Work (Adult)	Finance, Insurance and Investments
1526	MMO1250ZC	Has Life Insurance- Universal/Adjustable Life Policy (Adult)	Finance, Insurance and Investments
1527	MMO1251ZC	Has Life Insurance- Variable Life Policy (Adult)	Finance, Insurance and Investments
1528	MMO1252ZC	Has Life Insurance- Whole Life Policy (Adult)	Finance, Insurance and Investments
1529	MMO1253ZC	Has Long Term Care Insurance (Adult)	Finance, Insurance and Investments
1530	MMO4416ZC	Has Lord & Taylor Credit Card (Adult)	Finance, Insurance and Investments
1531	MMO4417ZC	Has Macy's Credit Card (Adult)	Finance, Insurance and Investments
1532	MMO1254ZC	Has MasterCard Credit Card (Adult)	Finance, Insurance and Investments
1533	MMO1255ZC	Has Medical Insurance (Adult)	Finance, Insurance and Investments
1534	MMO1256ZC	Has Medical Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1535	MMO1257ZC	Has Medical Insurance Through Place of Work (Adult)	Finance, Insurance and Investments
1536	MMO1260ZC	Has Medicare/Medicaid (Adult)	Finance, Insurance and Investments
1537	MMO1261ZC	Has Money Market Account (Adult)	Finance, Insurance and Investments
1538	MMO4385ZC	Has Mortgage Refinance/Consolidation Loan (Adult)	Finance, Insurance and Investments
1539	MMO4418ZC	Has Nordstrom Credit Card (Adult)	Finance, Insurance and Investments
1540	MM50683ZC	Has Other Small Business Banking Services (Adult)	Finance, Insurance and Investments
1541	MMO1263ZC	Has Overdraft Protection (Adult)	Finance, Insurance and Investments
1542	MMO1265ZC	Has Personal Liability Insurance (Not Automotive/Homeowners) (Adult)	Finance, Insurance and Investments
1543	MM41232ZC	Has Personal Property Insurance- Direct from Company via website(Adult)	Finance, Insurance and Investments
1544	MM42543ZC	Has Personal/Joint Auto Loan (Adult)	Finance, Insurance and Investments
1545	MM50149ZC	Has Personal/Joint Certificate of Deposit (CD) (Adult)	Finance, Insurance and Investments
1546	MM50437ZC	Has Personal/Joint Checking Account (Adult)	Finance, Insurance and Investments
1547	MMO1264ZC	Has Personal/Joint Education Loan (Adult)	Finance, Insurance and Investments
1548	MMO1218ZC	Has Personal/Joint Home Equity Line of Credit (Adult)	Finance, Insurance and Investments
1549	MMO1266ZC	Has Personal/Joint Line of Credit (Adult)	Finance, Insurance and Investments
1550	MMO1267ZC	Has Prescription Medicine Insurance (Adult)	Finance, Insurance and Investments
1551	MM50696ZC	Has Retirement/College Savings Plans with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1552	MM50697ZC	Has Retirement/College Savings Plans, Current Market Value \$10,000- \$49,999 (Adult)	Finance, Insurance and Investments
1553	MM50698ZC	Has Retirement/College Savings Plans, Current Market Value \$50,000- \$149,999 (Adult)	Finance, Insurance and Investments
1554	MM50699ZC	Has Retirement/College Savings Plans, Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1555	MM01268ZC	Has Sears Credit Card (Adult)	Finance, Insurance and Investments
1556	MM01269ZC	Has Second Personal/Joint Mortgage Equity Loan (Adult)	Finance, Insurance and Investments
1557	MM04419ZC	Has Target Credit Card (Adult)	Finance, Insurance and Investments
1558	MM01272ZC	Has Visa Card Credit Card (Adult)	Finance, Insurance and Investments
1559	MM01273ZC	Has Vision Care Insurance (Adult)	Finance, Insurance and Investments
1560	MM60919ZC	Heard About Auto Insurance Company by: Direct mail at home (Adult)	Finance, Insurance and Investments
1561	MM60920ZC	Heard About Auto Insurance Company by: Family or Friends (Adult)	Finance, Insurance and Investments
1562	MM60926ZC	Heard About Auto Insurance Company by: Insurance agent (Adult)	Finance, Insurance and Investments
1563	MM60921ZC	Heard About Auto Insurance Company by: Internet ad (Adult)	Finance, Insurance and Investments
1564	MM60922ZC	Heard About Auto Insurance Company by: Internet quote comparison service (Adult)	Finance, Insurance and Investments
1565	MM60923ZC	Heard About Auto Insurance Company by: Other (Adult)	Finance, Insurance and Investments
1566	MM60924ZC	Heard About Auto Insurance Company by: Search engine (Adult)	Finance, Insurance and Investments
1567	MM60925ZC	Heard About Auto Insurance Company by: Television or radio ad (Adult)	Finance, Insurance and Investments
1568	MM01274ZC	Member of Health Maintenance Organization (HMO) (Adult)	Finance, Insurance and Investments
1569	MM01276ZC	Open Interest Checking Account- 1yr (Adult)	Finance, Insurance and Investments
1570	MM01280ZC	Own Annuities (Adult)	Finance, Insurance and Investments
1571	MM01281ZC	Own Any Certificate of Deposit (CD) (Adult)	Finance, Insurance and Investments
1572	MM01282ZC	Own Any Common/Preferred Stock in Co- Not Employer (Adult)	Finance, Insurance and Investments
1573	MM01283ZC	Own Any Common/Preferred Stock in Employer (Adult)	Finance, Insurance and Investments
1574	MM01284ZC	Own Any Mutual Funds (Adult)	Finance, Insurance and Investments
1575	MM01285ZC	Own Any Real Estate (Household)	Finance, Insurance and Investments
1576	MM01288ZC	Own Certificate of Deposit (CD)- 6+ Months (Adult)	Finance, Insurance and Investments
1577	MM01289ZC	Own City/Municipal Government Bonds (Adult)	Finance, Insurance and Investments
1578	MM01292ZC	Own Common Stock in Company- Not Employer- Value <\$10K (Adult)	Finance, Insurance and Investments
1579	MM01290ZC	Own Common Stock in Company- Not Employer- Value \$10-49K (Adult)	Finance, Insurance and Investments
1580	MM01291ZC	Own Common Stock in Company- Not Employer- Value \$50K+ (Adult)	Finance, Insurance and Investments
1581	MM42202ZC	Own Common/Preferred Stock in Own Company (Adult)	Finance, Insurance and Investments
1582	MM42201ZC	Own Farm (Household)	Finance, Insurance and Investments
1583	MM01296ZC	Own Investment Real Estate (Household)	Finance, Insurance and Investments
1584	MM01299ZC	Own Mutual Funds- Bonds- Value \$10K+ (Adult)	Finance, Insurance and Investments
1585	MM01302ZC	Own Mutual Funds- Stocks- Value <\$10K (Adult)	Finance, Insurance and Investments
1586	MM01301ZC	Own Mutual Funds- Stocks- Value \$10K+ (Adult)	Finance, Insurance and Investments
1587	MM01305ZC	Own Retirement Real Estate (Household)	Finance, Insurance and Investments
1588	MM42550ZC	Own Security Investments (Adult)	Finance, Insurance and Investments
1589	MM01307ZC	Own Tax Exempt Funds (Adult)	Finance, Insurance and Investments
1590	MM01308ZC	Own US Savings Bonds (Adult)	Finance, Insurance and Investments
1591	MM01310ZC	Place 3+ Stock Transactions- 1yr (Adult)	Finance, Insurance and Investments
1592	MM07270ZC	Tax Preparation-CPA or Other Tax Professional- 1yr (Adult)	Finance, Insurance and Investments
1593	MM07260ZC	Tax Preparation-Friend or Family Member- 1yr (Adult)	Finance, Insurance and Investments
1594	MM07250ZC	Tax Preparation-Personally/Manually- 1yr (Adult)	Finance, Insurance and Investments
1595	MM42541ZC	Use Wells Fargo Advisors- 1yr (Adult)	Finance, Insurance and Investments
1596	MM01314ZC	Use Ameritrade- 1yr (Adult)	Finance, Insurance and Investments
1597	MM42551ZC	Use Any Online Tax Prep Service to Prepare Taxes- 1yr (Adult)	Finance, Insurance and Investments
1598	MM50430ZC	Use Any Tax Prep Computer Software Program (Adult)	Finance, Insurance and Investments
1599	MM01315ZC	Use ATM Machine- 1yr (Adult)	Finance, Insurance and Investments
1600	MM01316ZC	Use Bank Branch (Bank-in-Person)- 1yr (Adult)	Finance, Insurance and Investments
1601	MM04409ZC	Use Bank Card- Rewards- Airline Miles- 1yr (Adult)	Finance, Insurance and Investments
1602	MM04408ZC	Use Bank Card- Rewards- Cash Back- 1yr (Adult)	Finance, Insurance and Investments
1603	MM04414ZC	Use Bank Card- Rewards- Gas Discounts- 1yr (Adult)	Finance, Insurance and Investments
1604	MM04411ZC	Use Bank Card- Rewards- Gifts- 1yr (Adult)	Finance, Insurance and Investments
1605	MM04410ZC	Use Bank Card- Rewards- Hotel/Car Rental Discnt- 1yr (Adult)	Finance, Insurance and Investments
1606	MM01318ZC	Use Broker to Buy/Sell Bonds- 1yr (Adult)	Finance, Insurance and Investments
1607	MM01319ZC	Use Broker to Buy/Sell Mutual Funds- 1yr (Adult)	Finance, Insurance and Investments
1608	MM01320ZC	Use Broker to Buy/Sell Stocks- 1yr (Adult)	Finance, Insurance and Investments
1609	MM01321ZC	Use Brokerage Firm for Advice/Price Quotes- 1yr (Adult)	Finance, Insurance and Investments
1610	MM01322ZC	Use Charles Schwab- 1yr (Adult)	Finance, Insurance and Investments
1611	MM01323ZC	Use Credit Card for Business Purposes (Adult)	Finance, Insurance and Investments
1612	MM01324ZC	Use Credit Card for Personal Purposes (Adult)	Finance, Insurance and Investments
1613	MM42535ZC	Use Credit Union- 1yr (Adult)	Finance, Insurance and Investments
1614	MM42172ZC	Use Discount Broker- 1yr (Adult)	Finance, Insurance and Investments
1615	MM01328ZC	Use Fidelity- 1yr (Adult)	Finance, Insurance and Investments
1616	MM50424ZC	Use Financial Advisor/Broker - 1yr (Adult)	Finance, Insurance and Investments
1617	MM50155ZC	Use Financial Planner/Cert. Financial Planner (CFP)- 1yr (Adult)	Finance, Insurance and Investments
1618	MM42173ZC	Use Full Service Broker- 1yr (Adult)	Finance, Insurance and Investments
1619	MM50156ZC	Use H&R Block TaxCut Online Program/Service for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1620	MM42536ZC	Use Internet Bank- 1yr (Adult)	Finance, Insurance and Investments
1621	MM50425ZC	Use investment financial services or advice from Friends/Family- 1yr (Adult)	Finance, Insurance and Investments
1622	MM50426ZC	Use investment financial services or advice from Internet Site- 1yr (Adult)	Finance, Insurance and Investments
1623	MM50427ZC	Use investment financial services or advice from Newspaper/Magazine- 1yr (Adult)	Finance, Insurance and Investments
1624	MM50428ZC	Use investment financial services or advice from Other Source- 1yr (Adult)	Finance, Insurance and Investments
1625	MM50429ZC	Use investment financial services or advice from TV/Radio Show- 1yr (Adult)	Finance, Insurance and Investments
1626	MM01332ZC	Use Merrill Lynch- 1yr (Adult)	Finance, Insurance and Investments
1627	MM42540ZC	Use Morgan Stanley Smith Barney- 1yr (Adult)	Finance, Insurance and Investments
1628	MM42174ZC	Use Online Broker- 1yr (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1629	MM42556ZC	Use On-site Company for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1630	MM01335ZC	Use Paycheck Direct Deposit- 1yr (Adult)	Finance, Insurance and Investments
1631	MM50157ZC	Use Personal Money Manager- 1yr (Adult)	Finance, Insurance and Investments
1632	MM01337ZC	Use Real Estate Agent to Buy/Sell Property- 1yr (Adult)	Finance, Insurance and Investments
1633	MM01340ZC	Use Stock Rating Service- 1yr (Adult)	Finance, Insurance and Investments
1634	MM50158ZC	Use TaxACT Online for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1635	MM50159ZC	Use TurboTax Computer Software Program for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1636	MM50160ZC	Use TurboTax Online Program/Service for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1637	MM01343ZC	Use Vanguard- 1yr (Adult)	Finance, Insurance and Investments
1638	MM60960ZC	Buy Candy Bar (Regular or King Size)- 1wk (Adult)	Food & Beverages
1639	MM60960ZD	Buy Candy Bar (Regular or King Size)- 1wk (Adult): Demand Potential (Bars/1wk)	Food & Beverages
1640	MM60962ZC	Buy Candy Bar (Regular or King Size)- 6mo (Adult)	Food & Beverages
1641	MM01344ZC	Buy Coffee/Tea by Internet- 1yr (Adult)	Food & Beverages
1642	MM01351ZC	Drink 7 Up- 6mo (Adult)	Food & Beverages
1643	MM01355ZC	Drink Aquafina Water- 6mo (Adult)	Food & Beverages
1644	MM01359ZC	Drink Arrowhead Water- 6mo (Adult)	Food & Beverages
1645	MM01360ZC	Drink Bottled Water & Seltzer- 1wk (Adult)	Food & Beverages
1646	MM01360ZD	Drink Bottled Water & Seltzer- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1647	MM01363ZC	Drink Bottled Water & Seltzer- 6mo (Adult)	Food & Beverages
1648	MM01368ZC	Drink Caffeine Free Coca-Cola- 6mo (Adult)	Food & Beverages
1649	MM01369ZC	Drink Caffeine-Free Diet Coke- 1wk (Adult)	Food & Beverages
1650	MM01369ZD	Drink Caffeine-Free Diet Coke- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1651	MM01372ZC	Drink Caffeine-Free Diet Coke- 6mo (Adult)	Food & Beverages
1652	MM01376ZC	Drink Caffeine-Free Diet Pepsi- 6mo (Adult)	Food & Beverages
1653	MM01393ZC	Drink Coca-Cola Classic- 1wk (Adult)	Food & Beverages
1654	MM01393ZD	Drink Coca-Cola Classic- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1655	MM01396ZC	Drink Coca-Cola Classic- 6mo (Adult)	Food & Beverages
1656	MM01400ZC	Drink Crystal Geyser Water- 6mo (Adult)	Food & Beverages
1657	MM60968ZC	Drink Dasani- 6mo (Adult)	Food & Beverages
1658	MM01416ZC	Drink Diet 7-Up- 6mo (Adult)	Food & Beverages
1659	MM01417ZC	Drink Diet Coke- 1wk (Adult)	Food & Beverages
1660	MM01417ZD	Drink Diet Coke- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1661	MM01420ZC	Drink Diet Coke- 6mo (Adult)	Food & Beverages
1662	MM01424ZC	Drink Diet Cola- 6mo (Adult)	Food & Beverages
1663	MM01425ZC	Drink Diet Pepsi- 6mo (Adult)	Food & Beverages
1664	MM01426ZC	Drink Diet Pepsi-Cola- 1wk (Adult)	Food & Beverages
1665	MM01426ZD	Drink Diet Pepsi-Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1666	MM01436ZC	Drink Energy Drinks- 6mo (Adult)	Food & Beverages
1667	MM01444ZC	Drink Evian Water- 6mo (Adult)	Food & Beverages
1668	MM60977ZC	Drink Herb Tea- Avg. Day (Household)	Food & Beverages
1669	MM60977ZD	Drink Herb Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1670	MM01456ZC	Drink Ice Mountain Water- 6mo (Adult)	Food & Beverages
1671	MM01476ZC	Drink Non-Cola Diet Soft Drinks- 6mo (Adult)	Food & Beverages
1672	MM01477ZC	Drink Other Regular Carbonated Soft Drinks- 1wk (Adult)	Food & Beverages
1673	MM01477ZD	Drink Other Regular Carbonated Soft Drinks- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1674	MM01480ZC	Drink Other Regular Carbonated Soft Drinks- 6mo (Adult)	Food & Beverages
1675	MM01484ZC	Drink Ozarka Water- 6mo (Adult)	Food & Beverages
1676	MM01489ZC	Drink Pepsi-Cola- 1wk (Adult)	Food & Beverages
1677	MM01489ZD	Drink Pepsi-Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1678	MM01492ZC	Drink Pepsi-Cola- 6mo (Adult)	Food & Beverages
1679	MM01496ZC	Drink Perrier Water- 6mo (Adult)	Food & Beverages
1680	MM01497ZC	Drink Poland Springs Water- 1wk (Adult)	Food & Beverages
1681	MM01497ZD	Drink Poland Springs Water- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1682	MM01500ZC	Drink Poland Springs Water- 6mo (Adult)	Food & Beverages
1683	MM01504ZC	Drink RC Cola- 6mo (Adult)	Food & Beverages
1684	MM01505ZC	Drink Ready-to-Drink Iced Tea- 1wk (Adult)	Food & Beverages
1685	MM01505ZD	Drink Ready-to-Drink Iced Tea- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1686	MM01508ZC	Drink Ready-to-Drink Iced Tea- 6mo (Adult)	Food & Beverages
1687	MM60982ZC	Drink Regular (Not Decaffeinated) Tea- Avg. Day (Household)	Food & Beverages
1688	MM60982ZD	Drink Regular (Not Decaffeinated) Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1689	MM60984ZC	Drink Regular Blend (Not Flavored/Herb Tea) Tea- Avg. Day (Household)	Food & Beverages
1690	MM60984ZD	Drink Regular Blend (Not Flavored/Herb Tea) Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1691	MM01509ZC	Drink Regular Cola- 1wk (Adult)	Food & Beverages
1692	MM01509ZD	Drink Regular Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1693	MM01512ZC	Drink Regular Cola- 6mo (Adult)	Food & Beverages
1694	MM60987ZC	Drink Smartwater Water (Glaceau)- 6mo (Adult)	Food & Beverages
1695	MM01525ZC	Drink Thirst Quencher/Activity Drinks- 1mo (Adult)	Food & Beverages
1696	MM01525ZD	Drink Thirst Quencher/Activity Drinks- 1mo (Adult): Demand Potential (Drinks/1mo)	Food & Beverages
1697	MM01528ZC	Drink Thirst Quencher/Activity Drinks- 6mo (Adult)	Food & Beverages
1698	MM01532ZC	Drink Vintage Seltzer- 6mo (Adult)	Food & Beverages
1699	MM01536ZC	Drink Zephyrhills Water- 6mo (Adult)	Food & Beverages
1700	MM60992ZC	Drink Vitamin Water (Glaceau)- 6mo (Adult)	Food & Beverages
1701	MM01537ZC	Heavy User- Brownie/Cookie Mixes- 1mo (Household)	Food & Beverages
1702	MM01538ZC	Heavy User- Cake Mixes- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1703	MM01539ZC	Heavy User- Diet Cola- 1wk (Adult)	Food & Beverages
1704	MM01540ZC	Heavy User- Frozen Breaded Chicken- 1mo (Household)	Food & Beverages
1705	MM01541ZC	Heavy User- Instant Iced Tea Mix- In Season (Household)	Food & Beverages
1706	MM01542ZC	Heavy User- Non-Frozen Orange Juice- Average Glasses per Day (Household)	Food & Beverages
1707	MM01543ZC	Heavy User- Packaged Dishes/Mixes- 1mo (Household)	Food & Beverages
1708	MM01544ZC	Heavy User- Regular Cola- 1wk (Adult)	Food & Beverages
1709	MM42245ZC	Use Any Beef- 1mo (Household)	Food & Beverages
1710	MM42245ZD	Use Any Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1711	MM50703ZC	Use Any Bratwurst- 1mo (Household)	Food & Beverages
1712	MM50703ZD	Use Any Bratwurst- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1713	MM50704ZC	Use Any Bratwurst- 6mo (Household)	Food & Beverages
1714	MM42266ZC	Use Any Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1715	MM42266ZD	Use Any Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1716	MM42334ZC	Use Any Chicken & Turkey- 1mo (Household)	Food & Beverages
1717	MM42334ZD	Use Any Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1718	MM41990ZC	Use Any Other Meat (Fresh)- 1mo (Household)	Food & Beverages
1719	MM41990ZD	Use Any Other Meat (Fresh)- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1720	MM41992ZC	Use Any Other Meat (Frozen)- 1mo (Household)	Food & Beverages
1721	MM41992ZD	Use Any Other Meat (Frozen)- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1722	MM01546ZC	Use Any Yogurt- 1wk (Household)	Food & Beverages
1723	MM01546ZD	Use Any Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1724	MM01549ZC	Use Any Yogurt- 6mo (Household)	Food & Beverages
1725	MM01550ZC	Use Artificial Sweeteners- 1wk (Adult)	Food & Beverages
1726	MM01550ZD	Use Artificial Sweeteners- 1wk (Adult): Demand Potential (Times/1wk)	Food & Beverages
1727	MM01553ZC	Use Artificial Sweeteners- 6mo (Adult)	Food & Beverages
1728	MM01554ZC	Use Baby Foods- 1wk (Household)	Food & Beverages
1729	MM01554ZD	Use Baby Foods- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1730	MM01557ZC	Use Baby Foods- 6mo (Household)	Food & Beverages
1731	MM01559ZC	Use Bacon- 1mo (Household)	Food & Beverages
1732	MM01559ZD	Use Bacon- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1733	MM01562ZC	Use Bacon- 6mo (Household)	Food & Beverages
1734	MM04434ZC	Use Bagels- 6mo (Household)	Food & Beverages
1735	MM01567ZC	Use Baking Chips- 1mo (Household)	Food & Beverages
1736	MM01567ZD	Use Baking Chips- 1mo (Household): Demand Potential (Bags/1mo)	Food & Beverages
1737	MM01570ZC	Use Baking Chips- 6mo (Household)	Food & Beverages
1738	MM01571ZC	Use Balsamic Vinegar- 1mo (Household)	Food & Beverages
1739	MM01571ZD	Use Balsamic Vinegar- 1mo (Household): Demand Potential (Bottles/1mo)	Food & Beverages
1740	MM01574ZC	Use Balsamic Vinegar- 6mo (Household)	Food & Beverages
1741	MM42253ZC	Use Beef Roasts- 1mo (Household)	Food & Beverages
1742	MM42253ZD	Use Beef Roasts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1743	MM42255ZC	Use Beef Steaks- 1mo (Household)	Food & Beverages
1744	MM42255ZD	Use Beef Steaks- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1745	MM61012ZC	Use Bottled Water & Seltzer: Flavored - 1 wk (Adult)	Food & Beverages
1746	MM61012ZD	Use Bottled Water & Seltzer: Flavored - 1 wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1747	MM61014ZC	Use Bottled Water & Seltzer: Flavored - 6 mo (Adult)	Food & Beverages
1748	MM01578ZC	Use Bread from Scratch- 6mo (Household)	Food & Beverages
1749	MM01583ZC	Use Brie Cheese- 1mo (Household)	Food & Beverages
1750	MM01583ZD	Use Brie Cheese- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1751	MM01586ZC	Use Brie Cheese- 6mo (Household)	Food & Beverages
1752	MM01590ZC	Use Brownie/Cookie Mixes- 6mo (Household)	Food & Beverages
1753	MM01594ZC	Use Butter- 1mo (Household)	Food & Beverages
1754	MM01594ZD	Use Butter- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1755	MM01597ZC	Use Butter- 6mo (Household)	Food & Beverages
1756	MM50705ZC	Use Butterball Turkey Bacon- 6mo (Household)	Food & Beverages
1757	MM01598ZC	Use Cake Mixes- 1mo (Household)	Food & Beverages
1758	MM01598ZD	Use Cake Mixes- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1759	MM01601ZC	Use Cake Mixes- 6mo (Household)	Food & Beverages
1760	MM01621ZC	Use Canned Chili- 6mo (Household)	Food & Beverages
1761	MM42280ZC	Use Canned or Jarred Applesauce- 1mo (Household)	Food & Beverages
1762	MM42280ZD	Use Canned or Jarred Applesauce- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1763	MM42286ZC	Use Canned or Jarred Fruit Cocktail- 1mo (Household)	Food & Beverages
1764	MM42286ZD	Use Canned or Jarred Fruit Cocktail- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1765	MM42290ZC	Use Canned or Jarred Peaches- 1mo (Household)	Food & Beverages
1766	MM42290ZD	Use Canned or Jarred Peaches- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1767	MM42306ZC	Use Canned or Jarred Pears- 1mo (Household)	Food & Beverages
1768	MM42306ZD	Use Canned or Jarred Pears- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1769	MM42308ZC	Use Canned or Jarred Pineapple- 1mo (Household)	Food & Beverages
1770	MM42308ZD	Use Canned or Jarred Pineapple- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1771	MM61046ZC	Use Canned or Jarred Soup/Broth- 1mo (Household)	Food & Beverages
1772	MM61046ZD	Use Canned or Jarred Soup/Broth- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1773	MM61048ZC	Use Canned or Jarred Soup/Broth- 6mo (Household)	Food & Beverages
1774	MM02013ZC	Use Canned Spam- 1mo (Household)	Food & Beverages
1775	MM02013ZD	Use Canned Spam- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1776	MM01606ZC	Use Canned Stews- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1777	MMO1606ZD	Use Canned Stews- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1778	MMO1609ZC	Use Canned Stews- 6mo (Household)	Food & Beverages
1779	MMO1610ZC	Use Canned Tuna- 1mo (Household)	Food & Beverages
1780	MMO1610ZD	Use Canned Tuna- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1781	MMO1613ZC	Use Canned Tuna- 6mo (Household)	Food & Beverages
1782	MMO1618ZC	Use Chili- 1mo (Household)	Food & Beverages
1783	MMO1618ZD	Use Chili- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1784	MM41986ZC	Use Classic Yellow Mustard- 6mo (Household)	Food & Beverages
1785	MMO1622ZC	Use Cocoa Powder - 1mo (Household)	Food & Beverages
1786	MMO1622ZD	Use Cocoa Powder- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
1787	MMO1625ZC	Use Cocoa Powder - 6mo (Household)	Food & Beverages
1788	MMO1626ZC	Use Coffee Beans from Gourmet Shop- 6mo (Household)	Food & Beverages
1789	MMO1627ZC	Use Cooked Hams- 1mo (Household)	Food & Beverages
1790	MMO1627ZD	Use Cooked Hams- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1791	MMO1630ZC	Use Cooked Hams- 6mo (Household)	Food & Beverages
1792	MMO1631ZC	Use Corn Chips/Tortilla Chips/Cheese Snacks- 1mo (Household)	Food & Beverages
1793	MMO1631ZD	Use Corn Chips/Tortilla Chips/Cheese Snacks- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1794	MMO1634ZC	Use Corn Chips/Tortilla Chips/Cheese Snacks- 6mo (Household)	Food & Beverages
1795	MMO1639ZC	Use Crackers- 1mo (Household)	Food & Beverages
1796	MMO1639ZD	Use Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
1797	MMO1642ZC	Use Crackers- 6mo (Household)	Food & Beverages
1798	MMO1646ZC	Use Crystal Light Drink Mix- 6mo (Household)	Food & Beverages
1799	MMO1647ZC	Use Decorating Icings/Frostings- 1mo (Household)	Food & Beverages
1800	MMO1647ZD	Use Decorating Icings/Frostings- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1801	MMO1650ZC	Use Decorating Icings/Frostings- 6mo (Household)	Food & Beverages
1802	MM42268ZC	Use Del Monte Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1803	MM42268ZD	Use Del Monte Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1804	MMO1655ZC	Use Dinner Mixes & Kits- 1mo (Household)	Food & Beverages
1805	MMO1655ZD	Use Dinner Mixes & Kits- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1806	MM42270ZC	Use Dole Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1807	MM42270ZD	Use Dole Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1808	MMO1661ZC	Use Dove Ice Cream Bar- 6mo (Household)	Food & Beverages
1809	MM41880ZC	Use Dried Apricots- 6mo (Household)	Food & Beverages
1810	MM41880ZD	Use Dried Apricots- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1811	MM41884ZC	Use Dried Cranberries- 6mo (Household)	Food & Beverages
1812	MM41884ZD	Use Dried Cranberries- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1813	MM41876ZC	Use Dried Fruit- 6mo (Household)	Food & Beverages
1814	MM41876ZD	Use Dried Fruit- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1815	MM41890ZC	Use Dried Prunes- 6mo (Household)	Food & Beverages
1816	MM41890ZD	Use Dried Prunes- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1817	MM41892ZC	Use Dried Raisins- 6mo (Household)	Food & Beverages
1818	MM41892ZD	Use Dried Raisins- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1819	MMO1662ZC	Use Dry Mix Salad Dressing- 1mo (Household)	Food & Beverages
1820	MMO1662ZD	Use Dry Mix Salad Dressing- 1mo (Household): Demand Potential (Btl/Pkg/1mo)	Food & Beverages
1821	MMO1665ZC	Use Dry Mix Salad Dressing- 6mo (Household)	Food & Beverages
1822	MMO1669ZC	Use Egg Substitute- 6mo (Household)	Food & Beverages
1823	MMO1670ZC	Use Eggs- 1mo (Household)	Food & Beverages
1824	MMO1670ZD	Use Eggs- 1mo (Household): Demand Potential (Dozens/1mo)	Food & Beverages
1825	MMO1673ZC	Use Eggs- 6mo (Household)	Food & Beverages
1826	MMO1674ZC	Use English Muffins- 1wk (Household)	Food & Beverages
1827	MMO1674ZD	Use English Muffins- 1wk (Household): Demand Potential (Times/1wk)	Food & Beverages
1828	MMO1677ZC	Use English Muffins- 6mo (Household)	Food & Beverages
1829	MMO1681ZC	Use Entenmann's Snack Cakes- 6mo (Household)	Food & Beverages
1830	MMO1689ZC	Use Fat-Free Frozen Yogurt- 6mo (Household)	Food & Beverages
1831	MMO1693ZC	Use Fat-Free Ice Cream- 6mo (Household)	Food & Beverages
1832	MMO1697ZC	Use Fat-Free Mayonnaise- 6mo (Household)	Food & Beverages
1833	MMO1701ZC	Use Fat-Free Salad Dressing- 6mo (Household)	Food & Beverages
1834	MMO1706ZC	Use Fat-Free Yogurt- 1wk (Household)	Food & Beverages
1835	MMO1706ZD	Use Fat-Free Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1836	MMO1709ZC	Use Fat-Free Yogurt- 6mo (Household)	Food & Beverages
1837	MM41905ZC	Use Fresh Apples- 1mo (Household)	Food & Beverages
1838	MM41905ZD	Use Fresh Apples- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1839	MM41909ZC	Use Fresh Asparagus- 1mo (Household)	Food & Beverages
1840	MM41909ZD	Use Fresh Asparagus- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1841	MM41911ZC	Use Fresh Avocados- 1mo (Household)	Food & Beverages
1842	MM41911ZD	Use Fresh Avocados- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1843	MM41913ZC	Use Fresh Bananas- 1mo (Household)	Food & Beverages
1844	MM41913ZD	Use Fresh Bananas- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1845	MM42247ZC	Use Fresh Beef- 1mo (Household)	Food & Beverages
1846	MM42247ZD	Use Fresh Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1847	MM41915ZC	Use Fresh Broccoli- 1mo (Household)	Food & Beverages
1848	MM41915ZD	Use Fresh Broccoli- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1849	MM41917ZC	Use Fresh Cabbage- 1mo (Household)	Food & Beverages
1850	MM41917ZD	Use Fresh Cabbage- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1851	MM41919ZC	Use Fresh Cantaloupes- 1mo (Household)	Food & Beverages
1852	MM41919ZD	Use Fresh Cantaloupes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1853	MM41921ZC	Use Fresh Carrots- 1mo (Household)	Food & Beverages
1854	MM41921ZD	Use Fresh Carrots- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1855	MM41923ZC	Use Fresh Cauliflower- 1mo (Household)	Food & Beverages
1856	MM41923ZD	Use Fresh Cauliflower- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1857	MM41925ZC	Use Fresh Cherries- 1mo (Household)	Food & Beverages
1858	MM41925ZD	Use Fresh Cherries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1859	MM41927ZC	Use Fresh Corn- 1mo (Household)	Food & Beverages
1860	MM41927ZD	Use Fresh Corn- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1861	MM41929ZC	Use Fresh Cucumber- 1mo (Household)	Food & Beverages
1862	MM41929ZD	Use Fresh Cucumber- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1863	MM01710ZC	Use Fresh Cut Cold Cuts- 1mo (Household)	Food & Beverages
1864	MM01710ZD	Use Fresh Cut Cold Cuts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1865	MM01713ZC	Use Fresh Cut Cold Cuts- 6mo (Household)	Food & Beverages
1866	MM41897ZC	Use Fresh Fruit- 1mo (Household)	Food & Beverages
1867	MM41897ZD	Use Fresh Fruit- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1868	MM01714ZC	Use Fresh Fruit and Vegetables- 1mo (Household)	Food & Beverages
1869	MM01714ZD	Use Fresh Fruit and Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1870	MM01717ZC	Use Fresh Fruit and Vegetables- 6mo (Household)	Food & Beverages
1871	MM41933ZC	Use Fresh Grapes- 1mo (Household)	Food & Beverages
1872	MM41933ZD	Use Fresh Grapes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1873	MM41935ZC	Use Fresh Green Beans- 1mo (Household)	Food & Beverages
1874	MM41935ZD	Use Fresh Green Beans- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1875	MM41939ZC	Use Fresh Lemons- 1mo (Household)	Food & Beverages
1876	MM41939ZD	Use Fresh Lemons- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1877	MM41941ZC	Use Fresh Lettuce- 1mo (Household)	Food & Beverages
1878	MM41941ZD	Use Fresh Lettuce- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1879	MM41943ZC	Use Fresh Limes- 1mo (Household)	Food & Beverages
1880	MM41943ZD	Use Fresh Limes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1881	MM41945ZC	Use Fresh Mushrooms- 1mo (Household)	Food & Beverages
1882	MM41945ZD	Use Fresh Mushrooms- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1883	MM41901ZC	Use Fresh Non-Organic Fruits & Vegetables- 1mo (Household)	Food & Beverages
1884	MM41901ZD	Use Fresh Non-Organic Fruits & Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1885	MM41947ZC	Use Fresh Onions- 1mo (Household)	Food & Beverages
1886	MM41947ZD	Use Fresh Onions- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1887	MM41949ZC	Use Fresh Oranges- 1mo (Household)	Food & Beverages
1888	MM41949ZD	Use Fresh Oranges- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1889	MM41903ZC	Use Fresh Organic Fruits & Vegetables- 1mo (Household)	Food & Beverages
1890	MM41903ZD	Use Fresh Organic Fruits & Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1891	MM41951ZC	Use Fresh Peaches- 1mo (Household)	Food & Beverages
1892	MM41951ZD	Use Fresh Peaches- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1893	MM41953ZC	Use Fresh Pears- 1mo (Household)	Food & Beverages
1894	MM41953ZD	Use Fresh Pears- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1895	MM41957ZC	Use Fresh Pineapples- 1mo (Household)	Food & Beverages
1896	MM41957ZD	Use Fresh Pineapples- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1897	MM41968ZC	Use Fresh Potatoes- 1mo (Household)	Food & Beverages
1898	MM41968ZD	Use Fresh Potatoes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1899	MM41970ZC	Use Fresh Pumpkin- 1mo (Household)	Food & Beverages
1900	MM41970ZD	Use Fresh Pumpkin- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1901	MM41972ZC	Use Fresh Raspberries- 1mo (Household)	Food & Beverages
1902	MM41972ZD	Use Fresh Raspberries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1903	MM41974ZC	Use Fresh Spinach- 1mo (Household)	Food & Beverages
1904	MM41974ZD	Use Fresh Spinach- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1905	MM41976ZC	Use Fresh Strawberries- 1mo (Household)	Food & Beverages
1906	MM41976ZD	Use Fresh Strawberries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1907	MM41978ZC	Use Fresh Tomatoes- 1mo (Household)	Food & Beverages
1908	MM41978ZD	Use Fresh Tomatoes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1909	MM41899ZC	Use Fresh Vegetables- 1mo (Household)	Food & Beverages
1910	MM41899ZD	Use Fresh Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1911	MM41980ZC	Use Fresh Watermelons- 1mo (Household)	Food & Beverages
1912	MM41980ZD	Use Fresh Watermelons- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1913	MM01718ZC	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 1mo (Household)	Food & Beverages
1914	MM01718ZD	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1915	MM01721ZC	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 6mo (Household)	Food & Beverages
1916	MM42249ZC	Use Frozen Beef- 1mo (Household)	Food & Beverages
1917	MM42249ZD	Use Frozen Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1918	MM01726ZC	Use Frozen Breaded Chicken- 1mo (Household)	Food & Beverages
1919	MM01726ZD	Use Frozen Breaded Chicken- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1920	MM01729ZC	Use Frozen Breaded Chicken- 6mo (Household)	Food & Beverages
1921	MM01730ZC	Use Frozen Desserts- 1mo (Household)	Food & Beverages
1922	MM01730ZD	Use Frozen Desserts- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1923	MM01733ZC	Use Frozen Desserts- 6mo (Household)	Food & Beverages
1924	MM01734ZC	Use Frozen Orange Juice- Avg. Day (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1925	MM01734ZD	Use Frozen Orange Juice- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1926	MM01737ZC	Use Frozen Orange Juice- 6mo (Household)	Food & Beverages
1927	MM01738ZC	Use Frozen Pizza- 1mo (Household)	Food & Beverages
1928	MM01738ZD	Use Frozen Pizza- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1929	MM01741ZC	Use Frozen Pizza- 6mo (Household)	Food & Beverages
1930	MM01749ZC	Use Godiva Box Chocolate- 6mo (Adult)	Food & Beverages
1931	MM41987ZC	Use Grey Poupon Mustard- 6mo (Household)	Food & Beverages
1932	MM42251ZC	Use Ground Beef- 1mo (Household)	Food & Beverages
1933	MM42251ZD	Use Ground Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1934	MM61147ZC	Use Ground Coffee - Avg. Day (Household)	Food & Beverages
1935	MM61147ZD	Use Ground Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1936	MM61149ZC	Use Ground Coffee - 6mo (Household)	Food & Beverages
1937	MM61150ZC	Use Ground Decaffeinated Coffee - Avg. Day (Household)	Food & Beverages
1938	MM61150ZD	Use Ground Decaffeinated Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1939	MM61152ZC	Use Ground Regular (Not Decaffeinated) Coffee - Avg. Day (Household)	Food & Beverages
1940	MM61152ZD	Use Ground Regular (Not Decaffeinated) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1941	MM01751ZC	Use Hostess Snack Cakes- 6mo (Household)	Food & Beverages
1942	MM61163ZC	Use Ice Cream, Ice Milk & Sherbet- 1wk (Household)	Food & Beverages
1943	MM61163ZD	Use Ice Cream, Ice Milk & Sherbet- 1wk (Household): Demand Potential (Pints/1wk)	Food & Beverages
1944	MM61165ZC	Use Ice Cream, Ice Milk & Sherbet- 6mo (Household)	Food & Beverages
1945	MM01755ZC	Use Instant Breakfast- 6mo (Household)	Food & Beverages
1946	MM01756ZC	Use Instant Grits- 6mo (Household)	Food & Beverages
1947	MM01760ZC	Use Instant Iced Tea- 6mo (Household)	Food & Beverages
1948	MM61168ZC	Use Instant or Freeze-Dried (Freeze-Dried) Coffee - Avg. Day (Household)	Food & Beverages
1949	MM61168ZD	Use Instant or Freeze-Dried (Freeze-Dried) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1950	MM61170ZC	Use Instant or Freeze-Dried (Instant Powdered/Buds) Coffee - Avg. Day (Household)	Food & Beverages
1951	MM61170ZD	Use Instant or Freeze-Dried (Instant Powdered/Buds) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1952	MM61171ZC	Use Instant or Freeze-Dried Coffee - 6mo (Household)	Food & Beverages
1953	MM61173ZC	Use Instant or Freeze-Dried Coffee - Avg. Day (Household)	Food & Beverages
1954	MM61173ZD	Use Instant or Freeze-Dried Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1955	MM61175ZC	Use Instant or Freeze-Dried Decaffeinated Coffee - Avg. Day (Household)	Food & Beverages
1956	MM61175ZD	Use Instant or Freeze-Dried Decaffeinated Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1957	MM61177ZC	Use Instant or Freeze-Dried Regular Coffee - Avg. Day (Household)	Food & Beverages
1958	MM61177ZD	Use Instant or Freeze-Dried Regular Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1959	MM01765ZC	Use Instant Rice- 6mo (Household)	Food & Beverages
1960	MM01767ZC	Use Jerky Meat Snacks- 1mo (Household)	Food & Beverages
1961	MM01767ZD	Use Jerky Meat Snacks- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1962	MM01770ZC	Use Jerky Meat Snacks- 6mo (Household)	Food & Beverages
1963	MM42350ZC	Use Keebler Grahams Crackers- 1mo (Household)	Food & Beverages
1964	MM42350ZD	Use Keebler Grahams Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
1965	MM01771ZC	Use Kellogg's Corn Flakes- 1wk (Household)	Food & Beverages
1966	MM01771ZD	Use Kellogg's Corn Flakes- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
1967	MM01774ZC	Use Kellogg's Corn Flakes- 6mo (Household)	Food & Beverages
1968	MM01775ZC	Use Kellogg's Froot Loops- 1wk (Household)	Food & Beverages
1969	MM01775ZD	Use Kellogg's Froot Loops- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
1970	MM01778ZC	Use Kellogg's Froot Loops- 6mo (Household)	Food & Beverages
1971	MM01783ZC	Use Kellogg's Pop-Tarts- 1mo (Household)	Food & Beverages
1972	MM01783ZD	Use Kellogg's Pop-Tarts- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1973	MM01786ZC	Use Kellogg's Pop-Tarts- 6mo (Household)	Food & Beverages
1974	MM42257ZC	Use Lean Beef- 1mo (Household)	Food & Beverages
1975	MM42257ZD	Use Lean Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1976	MM42000ZC	Use Lean Meat- 1mo (Household)	Food & Beverages
1977	MM42000ZD	Use Lean Meat- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1978	MM42272ZC	Use Libby's Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1979	MM42272ZD	Use Libby's Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1980	MM01800ZC	Use Low Calorie Bread- 1wk (Household)	Food & Beverages
1981	MM01800ZD	Use Low Calorie Bread- 1wk (Household): Demand Potential (Loaves/1wk)	Food & Beverages
1982	MM01803ZC	Use Low Calorie Bread- 6mo (Household)	Food & Beverages
1983	MM01807ZC	Use Low Calorie Frozen Dinners- 6mo (Household)	Food & Beverages
1984	MM01811ZC	Use Low-Fat Cold Cuts- 6mo (Household)	Food & Beverages
1985	MM01812ZC	Use Low-Fat Cream Cheese- 1mo (Household)	Food & Beverages
1986	MM01812ZD	Use Low-Fat Cream Cheese- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1987	MM01815ZC	Use Low-Fat Cream Cheese- 6mo (Household)	Food & Beverages
1988	MM01819ZC	Use Low-Fat Frozen Yogurt- 6mo (Household)	Food & Beverages
1989	MM01824ZC	Use Low-Fat Mayonnaise- 1mo (Household)	Food & Beverages
1990	MM01824ZD	Use Low-Fat Mayonnaise- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
1991	MM01827ZC	Use Low-Fat Mayonnaise- 6mo (Household)	Food & Beverages
1992	MM01828ZC	Use Low-Fat Salad Dressing- 1mo (Household)	Food & Beverages
1993	MM01828ZD	Use Low-Fat Salad Dressing- 1mo (Household): Demand Potential (Btl/Pkg/1mo)	Food & Beverages
1994	MM01831ZC	Use Low-Fat Salad Dressing- 6mo (Household)	Food & Beverages
1995	MM01832ZC	Use Low-Fat Sour Cream- 1mo (Household)	Food & Beverages
1996	MM01832ZD	Use Low-Fat Sour Cream- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
1997	MM01835ZC	Use Low-Fat Sour Cream- 6mo (Household)	Food & Beverages
1998	MM01836ZC	Use Low-Fat Yogurt- 1wk (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1999	MM01836ZD	Use Low-Fat Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
2000	MM01839ZC	Use Low-Fat Yogurt- 6mo (Household)	Food & Beverages
2001	MM01840ZC	Use Margarine- 6mo (Household)	Food & Beverages
2002	MM01844ZC	Use Meal Supplement- 6mo (Adult)	Food & Beverages
2003	MM01845ZC	Use Mexican Foods- 1mo (Household)	Food & Beverages
2004	MM01845ZD	Use Mexican Foods- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2005	MM01848ZC	Use Mexican Foods- 6mo (Household)	Food & Beverages
2006	MM01849ZC	Use Microwave for Frozen Breakfast Food- 1wk (Household)	Food & Beverages
2007	MM01849ZD	Use Microwave for Frozen Breakfast Food- 1wk (Household): Demand Potential (Times/1wk)	Food & Beverages
2008	MM01852ZC	Use Microwave for Frozen Breakfast Food- 6mo (Household)	Food & Beverages
2009	MM01856ZC	Use Microwave for Frozen Dinners- 6mo (Household)	Food & Beverages
2010	MM01857ZC	Use Microwave Popcorn- 1mo (Household)	Food & Beverages
2011	MM01857ZD	Use Microwave Popcorn- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2012	MM01860ZC	Use Microwave Popcorn- 6mo (Household)	Food & Beverages
2013	MM01861ZC	Use Non-Frozen Orange Juice- Avg. Day (Household)	Food & Beverages
2014	MM01861ZD	Use Non-Frozen Orange Juice- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
2015	MM01864ZC	Use Non-Frozen Orange Juice- 6mo (Household)	Food & Beverages
2016	MM61203ZC	Use Nutrition/Energy Bars- 1mo (Adult)	Food & Beverages
2017	MM61203ZD	Use Nutrition/Energy Bars- 1mo (Adult): Demand Potential (Glasses/1mo)	Food & Beverages
2018	MM61205ZC	Use Nutrition/Energy Bars- 6mo (Adult)	Food & Beverages
2019	MM61206ZC	Use Nuts- 1mo (Adult)	Food & Beverages
2020	MM61206ZD	Use Nuts- 1mo (Adult): Demand Potential (Glasses/1mo)	Food & Beverages
2021	MM61208ZC	Use Nuts- 6mo (Adult)	Food & Beverages
2022	MM42276ZC	Use Ocean Spray Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
2023	MM42276ZD	Use Ocean Spray Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
2024	MM01865ZC	Use Olive Oil- 1mo (Household)	Food & Beverages
2025	MM01865ZD	Use Olive Oil- 1mo (Household): Demand Potential (Pints/1mo)	Food & Beverages
2026	MM01868ZC	Use Olive Oil- 6mo (Household)	Food & Beverages
2027	MM42563ZC	Use Organic Any Food- 6mo (Household)	Food & Beverages
2028	MM42564ZC	Use Organic Baby Food- 6mo (Household)	Food & Beverages
2029	MM42565ZC	Use Organic Bread- 6mo (Household)	Food & Beverages
2030	MM42566ZC	Use Organic Breakfast Cereals- 6mo (Household)	Food & Beverages
2031	MM42567ZC	Use Organic Cheese- 6mo (Household)	Food & Beverages
2032	MM42568ZC	Use Organic Chocolate- 6mo (Household)	Food & Beverages
2033	MM50164ZC	Use Organic Coffee- 6mo (Household)	Food & Beverages
2034	MM42569ZC	Use Organic Fish/Seafood- 6mo (Household)	Food & Beverages
2035	MM42570ZC	Use Organic Frozen Foods- 6mo (Household)	Food & Beverages
2036	MM42571ZC	Use Organic Granola- 6mo (Household)	Food & Beverages
2037	MM42572ZC	Use Organic Ice Cream- 6mo (Household)	Food & Beverages
2038	MM42573ZC	Use Organic Meat- 6mo (Household)	Food & Beverages
2039	MM07360ZC	Use Organic Milk- 6mo (Household)	Food & Beverages
2040	MM42574ZC	Use Organic Other- 6mo (Household)	Food & Beverages
2041	MM42575ZC	Use Organic Pasta- 6mo (Household)	Food & Beverages
2042	MM42576ZC	Use Organic Peanut Butter- 6mo (Household)	Food & Beverages
2043	MM42577ZC	Use Organic Poultry- 6mo (Household)	Food & Beverages
2044	MM42578ZC	Use Organic Soup- 6mo (Household)	Food & Beverages
2045	MM42579ZC	Use Organic Spaghetti/Pasta Sauce- 6mo (Household)	Food & Beverages
2046	MM50165ZC	Use Organic Tea- 6mo (Household)	Food & Beverages
2047	MM01869ZC	Use Oscar Mayer Lunchables- 1mo (Household)	Food & Beverages
2048	MM01869ZD	Use Oscar Mayer Lunchables- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2049	MM01872ZC	Use Oscar Mayer Lunchables- 6mo (Household)	Food & Beverages
2050	MM01876ZC	Use Packaged Cold Cuts- 1mo (Household)	Food & Beverages
2051	MM01876ZD	Use Packaged Cold Cuts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2052	MM01879ZC	Use Packaged Cold Cuts- 6mo (Household)	Food & Beverages
2053	MM01880ZC	Use Packaged Instant Mashed Potatoes- 1mo (Household)	Food & Beverages
2054	MM01880ZD	Use Packaged Instant Mashed Potatoes- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2055	MM01883ZC	Use Packaged Instant Mashed Potatoes- 6mo (Household)	Food & Beverages
2056	MM01888ZC	Use Packaged/Frozen Pasta- 1mo (Household)	Food & Beverages
2057	MM01888ZD	Use Packaged/Frozen Pasta- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2058	MM01891ZC	Use Packaged/Frozen Pasta- 6mo (Household)	Food & Beverages
2059	MM01892ZC	Use Peanut Butter- 1mo (Household)	Food & Beverages
2060	MM01892ZD	Use Peanut Butter- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2061	MM01895ZC	Use Peanut Butter- 6mo (Household)	Food & Beverages
2062	MM01899ZC	Use Pepperidge Farm Crackers- 6mo (Household)	Food & Beverages
2063	MM42324ZC	Use Perdue Chicken & Turkey- 1mo (Household)	Food & Beverages
2064	MM42324ZD	Use Perdue Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2065	MM01903ZC	Use Pita Bread- 6mo (Household)	Food & Beverages
2066	MM01904ZC	Use Plain Cap'n Crunch- 1wk (Household)	Food & Beverages
2067	MM01904ZD	Use Plain Cap'n Crunch- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
2068	MM01907ZC	Use Plain Cap'n Crunch- 6mo (Household)	Food & Beverages
2069	MM01908ZC	Use Plain Cheerios- 1wk (Household)	Food & Beverages
2070	MM01908ZD	Use Plain Cheerios- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
2071	MM01911ZC	Use Plain Cheerios- 6mo (Household)	Food & Beverages
2072	MM01915ZC	Use Plain Kellogg's All-Bran- 6mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2073	MM01919ZC	Use Plain Wheaties- 6mo (Household)	Food & Beverages
2074	MM41996ZC	Use Pork- 1mo (Household)	Food & Beverages
2075	MM41996ZD	Use Pork- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2076	MM01923ZC	Use Post Grape Nuts- 6mo (Household)	Food & Beverages
2077	MM01931ZC	Use Post Spoon Size Shredded Wheat- 6mo (Household)	Food & Beverages
2078	MM01932ZC	Use Potato Chips- 1mo (Household)	Food & Beverages
2079	MM01932ZD	Use Potato Chips- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2080	MM01935ZC	Use Potato Chips- 6mo (Household)	Food & Beverages
2081	MM01936ZC	Use Pretzels- 1mo (Household)	Food & Beverages
2082	MM01936ZD	Use Pretzels- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2083	MM01939ZC	Use Pretzels- 6mo (Household)	Food & Beverages
2084	MM01940ZC	Use Ready-to-Eat Cookies- 1mo (Household)	Food & Beverages
2085	MM01940ZD	Use Ready-to-Eat Cookies- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2086	MM01943ZC	Use Ready-to-Eat Cookies- 6mo (Household)	Food & Beverages
2087	MM01944ZC	Use Refrigerated/Frozen Biscuit Dough- 1mo (Household)	Food & Beverages
2088	MM01944ZD	Use Refrigerated/Frozen Biscuit Dough- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2089	MM01947ZC	Use Refrigerated/Frozen Biscuit Dough- 6mo (Household)	Food & Beverages
2090	MM01948ZC	Use Refrigerated/Frozen Bread/Dough Products- 1mo (Household)	Food & Beverages
2091	MM01948ZD	Use Refrigerated/Frozen Bread/Dough Products- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2092	MM01951ZC	Use Refrigerated/Frozen Bread/Dough Products- 6mo (Household)	Food & Beverages
2093	MM01952ZC	Use Refrigerated/Frozen Cookie Dough- 1mo (Household)	Food & Beverages
2094	MM01952ZD	Use Refrigerated/Frozen Cookie Dough- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2095	MM01955ZC	Use Refrigerated/Frozen Cookie Dough- 6mo (Household)	Food & Beverages
2096	MM01959ZC	Use Refrigerated/Frozen Sweet Roll Dough- 6mo (Household)	Food & Beverages
2097	MM42259ZC	Use Regular (not lean) Beef- 1mo (Household)	Food & Beverages
2098	MM42259ZD	Use Regular (not lean) Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2099	MM42002ZC	Use Regular (not lean) Meat- 1mo (Household)	Food & Beverages
2100	MM42002ZD	Use Regular (not lean) Meat- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2101	MM01964ZC	Use Regular Cream Cheese- 1mo (Household)	Food & Beverages
2102	MM01964ZD	Use Regular Cream Cheese- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2103	MM01967ZC	Use Regular Cream Cheese- 6mo (Household)	Food & Beverages
2104	MM01968ZC	Use Regular Frozen Dinners- 1mo (Household)	Food & Beverages
2105	MM01968ZD	Use Regular Frozen Dinners- 1mo (Household): Demand Potential (Number/1mo)	Food & Beverages
2106	MM01971ZC	Use Regular Frozen Dinners- 6mo (Household)	Food & Beverages
2107	MM01975ZC	Use Regular Frozen Yogurt- 6mo (Household)	Food & Beverages
2108	MM01976ZC	Use Regular Ice Cream- 1wk (Household)	Food & Beverages
2109	MM01976ZD	Use Regular Ice Cream- 1wk (Household): Demand Potential (Pints/1wk)	Food & Beverages
2110	MM01979ZC	Use Regular Ice Cream- 6mo (Household)	Food & Beverages
2111	MM01980ZC	Use Regular Mayonnaise- 1mo (Household)	Food & Beverages
2112	MM01980ZD	Use Regular Mayonnaise- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2113	MM01983ZC	Use Regular Mayonnaise- 6mo (Household)	Food & Beverages
2114	MM01984ZC	Use Regular Sour Cream- 1mo (Household)	Food & Beverages
2115	MM01984ZD	Use Regular Sour Cream- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
2116	MM01987ZC	Use Regular Sour Cream- 6mo (Household)	Food & Beverages
2117	MM01991ZC	Use Rice Cakes- 6mo (Household)	Food & Beverages
2118	MM50714ZC	Use Rice-A-Roni- 6mo (Household)	Food & Beverages
2119	MM01993ZC	Use Ritz Crackers- 1mo (Household)	Food & Beverages
2120	MM01993ZD	Use Ritz Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2121	MM01996ZC	Use Ritz Crackers- 6mo (Household)	Food & Beverages
2122	MM02000ZC	Use Russell Stover Box Chocolate- 6mo (Adult)	Food & Beverages
2123	MM61267ZC	Use Salsa or Picante Sauce- 1mo (Household)	Food & Beverages
2124	MM61267ZD	Use Salsa or Picante Sauce- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2125	MM61269ZC	Use Salsa or Picante Sauce- 6mo (Household)	Food & Beverages
2126	MM02001ZC	Use Salt Substitute- 6mo (Household)	Food & Beverages
2127	MM02001ZD	Use Salt Substitute- 6mo (Household): Demand Potential (Containers/6mo)	Food & Beverages
2128	MM02004ZC	Use Saltines Crackers- 1mo (Household)	Food & Beverages
2129	MM02004ZD	Use Saltines Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2130	MM02007ZC	Use Saltines Crackers- 6mo (Household)	Food & Beverages
2131	MM02008ZC	Use Shake'n Bake- 6mo (Household)	Food & Beverages
2132	MM02009ZC	Use Shelf-Stable Microwave Products- 6mo (Household)	Food & Beverages
2133	MM61279ZC	Use Single Serve Pod/K-Cup Coffee - Avg. Day (Household)	Food & Beverages
2134	MM61279ZD	Use Single Serve Pod/K-Cup Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
2135	MM02010ZC	Use Soy Sauce- 6mo (Household)	Food & Beverages
2136	MM02010ZD	Use Soy Sauce- 6mo (Household): Demand Potential (Bottles/6mo)	Food & Beverages
2137	MM02016ZC	Use Spam- 6mo (Household)	Food & Beverages
2138	MM02017ZC	Use Spray Non-Stick Cooking Prods- 6mo (Household)	Food & Beverages
2139	MM02021ZC	Use Stoned Wheat Thins- 6mo (Household)	Food & Beverages
2140	MM42278ZC	Use Store Brand Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
2141	MM42278ZD	Use Store Brand Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
2142	MM42332ZC	Use Store Brand Chicken & Turkey- 1mo (Household)	Food & Beverages
2143	MM42332ZD	Use Store Brand Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2144	MM02022ZC	Use Stove Top Stuffing- 6mo (Household)	Food & Beverages
2145	MM02023ZC	Use Sugar Sweetened Kool-Aid- 6mo (Household)	Food & Beverages
2146	MM02024ZC	Use Triscuit Crackers- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2147	MM02024ZD	Use Triscuit Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2148	MM02027ZC	Use Triscuit Crackers- 6mo (Household)	Food & Beverages
2149	MM02072ZC	Buy Gas- <\$50- 1mo (Adult)	Gas, Credit Cards and Chains
2150	MM02070ZC	Buy Gas- \$50-\$74- 1mo (Adult)	Gas, Credit Cards and Chains
2151	MM02071ZC	Buy Gas- \$75-\$99- 1mo (Adult)	Gas, Credit Cards and Chains
2152	MM02115ZC	Spend on Gas- \$100+- 1mo (Adult)	Gas, Credit Cards and Chains
2153	MM02073ZC	Buy Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2154	MM02073ZD	Buy Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2155	MM02077ZC	Buy Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2156	MM02076ZC	Buy Gas- 21+ Gallons- 1wk (Adult)	Gas, Credit Cards and Chains
2157	MM02066ZC	Buy Gas with Cash- 1mo (Adult)	Gas, Credit Cards and Chains
2158	MM02067ZC	Buy Gas with Credit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2159	MM02068ZC	Buy Gas with Debit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2160	MM02069ZC	Buy Gas with Gas/Oil Company Credit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2161	MM02062ZC	Buy Full-Service Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2162	MM02062ZD	Buy Full-Service Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2163	MM02065ZC	Buy Full-Service Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2164	MM02090ZC	Buy Self-Service Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2165	MM02090ZD	Buy Self-Service Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2166	MM42079ZC	Buy Self-Service Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2167	MM02086ZC	Buy Regular Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2168	MM02086ZD	Buy Regular Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2169	MM42078ZC	Buy Regular Grade Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2170	MM02078ZC	Buy Mid-Grade Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2171	MM02078ZD	Buy Mid-Grade Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2172	MM42076ZC	Buy Mid-Grade Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2173	MM02082ZC	Buy Premium/Super Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2174	MM02082ZD	Buy Premium/Super Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2175	MM42077ZC	Buy Premium/Super Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2176	MM02060ZC	Buy Diesel Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2177	MM61325ZC	Buy Gasohol Type Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2178	MM61326ZC	Buy Gasoline Additives- 1yr (Household)	Gas, Credit Cards and Chains
2179	MM61327ZC	Buy Unleaded Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2180	MM61327ZD	Buy Unleaded Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2181	MM61329ZC	Buy Unleaded Type Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2182	MM42060ZC	Buy 7-Eleven Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2183	MM42061ZC	Buy Arco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2184	MM61332ZC	Buy BP/Amoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2185	MM02046ZC	Buy Chevron Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2186	MM02046ZD	Buy Chevron Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2187	MM02049ZC	Buy Chevron Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2188	MM02053ZC	Buy CITGO Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2189	MM61338ZC	Buy Conoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2190	MM42062ZC	Buy Exxon Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2191	MM61344ZC	Buy Gulf Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2192	MM61347ZC	Buy Hess Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2193	MM61350ZC	Buy Marathon Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2194	MM61351ZC	Buy Mobil Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2195	MM61352ZC	Buy Mobile Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2196	MM61352ZD	Buy Mobile Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2197	MM61354ZC	Buy Other Brand Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2198	MM61354ZD	Buy Other Brand Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2199	MM61356ZC	Buy Other Brand Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2200	MM61357ZC	Buy Phillips 66 Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2201	MM61358ZC	Buy Quik Trip Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2202	MM61358ZD	Buy Quik Trip Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2203	MM61360ZC	Buy Quik Trip Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2204	MM61361ZC	Buy Racetrac Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2205	MM61361ZD	Buy Racetrac Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2206	MM61363ZC	Buy Racetrac Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2207	MM02094ZC	Buy Shell Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2208	MM02094ZD	Buy Shell Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2209	MM42063ZC	Buy Shell Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2210	MM61369ZC	Buy Speedway Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2211	MM02098ZC	Buy Sunoco Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2212	MM02098ZD	Buy Sunoco Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2213	MM42064ZC	Buy Sunoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2214	MM61370ZC	Buy 76 Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2215	MM42065ZC	Buy Texaco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2216	MM61374ZC	Buy Valero Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2217	MM61375ZC	Buy Walmart Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2218	MM61375ZD	Buy Walmart Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2219	MM61377ZC	Buy Walmart Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2220	MM02120ZC	Convenience Store- Buy Beer- 1mo (Adult)	Grocery Chains & Coupons

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2221	MMO2123ZC	Convenience Store- Buy Bottle/Canned Soft Drink- 1mo (Adult)	Grocery Chains & Coupons
2222	MMO2121ZC	Convenience Store- Buy Brewed Coffee- 1mo (Adult)	Grocery Chains & Coupons
2223	MMO2122ZC	Convenience Store- Buy Candy- 1mo (Adult)	Grocery Chains & Coupons
2224	MMO2125ZC	Convenience Store- Buy Cigarettes- 1mo (Adult)	Grocery Chains & Coupons
2225	MMO2126ZC	Convenience Store- Buy Dairy Products- 1mo (Adult)	Grocery Chains & Coupons
2226	MMO2127ZC	Convenience Store- Buy Fountain Soft Drink- 1mo (Adult)	Grocery Chains & Coupons
2227	MMO2129ZC	Convenience Store- Buy Gas- 1mo (Adult)	Grocery Chains & Coupons
2228	MMO2130ZC	Convenience Store- Buy Hot Dog- 1mo (Adult)	Grocery Chains & Coupons
2229	MMO2132ZC	Convenience Store- Buy Juice Drink- 1mo (Adult)	Grocery Chains & Coupons
2230	MMO2133ZC	Convenience Store- Buy Lottery Tickets- 1mo (Adult)	Grocery Chains & Coupons
2231	MMO2134ZC	Convenience Store- Buy Milk- 1mo (Adult)	Grocery Chains & Coupons
2232	MMO2135ZC	Convenience Store- Buy OTC Drugs- 1mo (Adult)	Grocery Chains & Coupons
2233	MMO2137ZC	Convenience Store- Buy Snack Food- 1mo (Adult)	Grocery Chains & Coupons
2234	MMO2118ZC	Convenience Store Shopping- <\$51- 1mo (Adult)	Grocery Chains & Coupons
2235	MMO2117ZC	Convenience Store Shopping- \$51+- 1mo (Adult)	Grocery Chains & Coupons
2236	MMO4436ZC	Shop at Convenience Store in Morning- 6mo (Adult)	Grocery Chains & Coupons
2237	MMO2183ZC	Shop at Convenience Store in Morning/Afternoon- 6mo (Adult)	Grocery Chains & Coupons
2238	MMO4437ZC	Shop at Convenience Store at Mid-Day- 6mo (Adult)	Grocery Chains & Coupons
2239	MMO4438ZC	Shop at Convenience Store in Afternoon- 6mo (Adult)	Grocery Chains & Coupons
2240	MMO2181ZC	Shop at Convenience Store in Evening- 6mo (Adult)	Grocery Chains & Coupons
2241	MMO2149ZC	Grocery Shop- <\$60- 1wk (Household)	Grocery Chains & Coupons
2242	MMO2148ZC	Grocery Shop- \$60-149- 1wk (Household)	Grocery Chains & Coupons
2243	MMO2147ZC	Grocery Shop- \$150+ - 1wk (Household)	Grocery Chains & Coupons
2244	MMO2143ZC	Grocery Shop- 1 Time- 1wk (Adult)	Grocery Chains & Coupons
2245	MMO2144ZC	Grocery Shop- 2 Times- 1wk (Adult)	Grocery Chains & Coupons
2246	MMO2145ZC	Grocery Shop- 3 Times- 1wk (Adult)	Grocery Chains & Coupons
2247	MMO2146ZC	Grocery Shop- 4+ Times- 1wk (Adult)	Grocery Chains & Coupons
2248	MMO2139ZC	Grocery Shop at Various Times of Day (Adult)	Grocery Chains & Coupons
2249	MMO2140ZC	Grocery Shop in Afternoon (Adult)	Grocery Chains & Coupons
2250	MMO2141ZC	Grocery Shop in Evening (Adult)	Grocery Chains & Coupons
2251	MMO2142ZC	Grocery Shop in Morning (Adult)	Grocery Chains & Coupons
2252	MMO2150ZC	Grocery Store- Travel <1 Mile (Adult)	Grocery Chains & Coupons
2253	MMO2152ZC	Grocery Store- Travel 1-2 Miles (Adult)	Grocery Chains & Coupons
2254	MMO2153ZC	Grocery Store- Travel 3-5 Miles (Adult)	Grocery Chains & Coupons
2255	MMO2154ZC	Grocery Store- Travel 6-10 Miles (Adult)	Grocery Chains & Coupons
2256	MMO2151ZC	Grocery Store- Travel 11+ Miles (Adult)	Grocery Chains & Coupons
2257	MMO2116ZC	Always Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2258	MM61380ZC	Never Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2259	MM61381ZC	Sometimes Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2260	MMO2156ZC	Light Coupon User- 1-3 Times- 3mo (Household)	Grocery Chains & Coupons
2261	MMO2157ZC	Medium Coupon User- 4-11 Times- 3mo (Household)	Grocery Chains & Coupons
2262	MMO2155ZC	Heavy Coupon User- 12+ Times- 3mo (Household)	Grocery Chains & Coupons
2263	MM50166ZC	Receive/Clip Coupons from In-Store Circulars (Household)	Grocery Chains & Coupons
2264	MM50167ZC	Receive/Clip Coupons from Preferred Customer/Loyalty Card (Household)	Grocery Chains & Coupons
2265	MMO2158ZC	Redeem Coupons at Discount Store- 1yr (Household)	Grocery Chains & Coupons
2266	MMO2159ZC	Redeem Coupons at Discount Store- 3mo (Adult)	Grocery Chains & Coupons
2267	MMO2159ZD	Redeem Coupons at Discount Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2268	MMO2162ZC	Redeem Coupons at Drug Store- 1yr (Household)	Grocery Chains & Coupons
2269	MMO2163ZC	Redeem Coupons at Drug Store- 3mo (Adult)	Grocery Chains & Coupons
2270	MMO2163ZD	Redeem Coupons at Drug Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2271	MMO2166ZC	Redeem Coupons at Grocery Store- 1yr (Household)	Grocery Chains & Coupons
2272	MMO2167ZC	Redeem Coupons at Grocery Store- 3mo (Adult)	Grocery Chains & Coupons
2273	MMO2167ZD	Redeem Coupons at Grocery Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2274	MMO2170ZC	Shop at 7-Eleven- 1mo (Adult)	Grocery Chains & Coupons
2275	MMO2171ZC	Shop at 7-Eleven- 6mo (Adult)	Grocery Chains & Coupons
2276	MMO2172ZC	Shop at A&P- 1mo (Adult)	Grocery Chains & Coupons
2277	MMO2173ZC	Shop at Acme- 1mo (Adult)	Grocery Chains & Coupons
2278	MMO2174ZC	Shop at Albertson's- 1mo (Adult)	Grocery Chains & Coupons
2279	MMO2175ZC	Shop at Arco AM/PM- 6mo (Adult)	Grocery Chains & Coupons
2280	MMO2176ZC	Shop at BJ's Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2281	MMO2177ZC	Shop at BP Food Mart- 6mo (Adult)	Grocery Chains & Coupons
2282	MMO2178ZC	Shop at Circle K- 6mo (Adult)	Grocery Chains & Coupons
2283	MMO2179ZC	Shop at CITGO - 6mo (Adult)	Grocery Chains & Coupons
2284	MMO2184ZC	Shop at Costco Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2285	MMO2189ZC	Shop at Giant- 1mo (Adult)	Grocery Chains & Coupons
2286	MMO2188ZC	Shop at Giant Eagle- 1mo (Adult)	Grocery Chains & Coupons
2287	MMO2190ZC	Shop at Harris Teeter- 1mo (Adult)	Grocery Chains & Coupons
2288	MMO2191ZC	Shop at IGA- 1mo (Adult)	Grocery Chains & Coupons
2289	MMO2192ZC	Shop at Kroger- 1mo (Adult)	Grocery Chains & Coupons
2290	MM42096ZC	Shop at Meijer- 1mo (Adult)	Grocery Chains & Coupons
2291	MMO2196ZC	Shop at Piggly Wiggly- 1mo (Adult)	Grocery Chains & Coupons
2292	MMO2197ZC	Shop at Publix- 1mo (Adult)	Grocery Chains & Coupons
2293	MM50438ZC	Shop at Quiktrip- 6mo (Adult)	Grocery Chains & Coupons
2294	MMO2198ZC	Shop at Ralphs- 1mo (Adult)	Grocery Chains & Coupons

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2295	MMO2199ZC	Shop at Safeway- 1mo (Adult)	Grocery Chains & Coupons
2296	MMO2200ZC	Shop at Sam's Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2297	MM42597ZC	Shop at Save-A-Lot- 1mo (Adult)	Grocery Chains & Coupons
2298	MM50439ZC	Shop at Sheetz- 6mo (Adult)	Grocery Chains & Coupons
2299	MMO2201ZC	Shop at Shop 'n Save- 1mo (Adult)	Grocery Chains & Coupons
2300	MMO2204ZC	Shop at Stop 'N Shop- 1mo (Adult)	Grocery Chains & Coupons
2301	MM41967ZC	Shop at Trader Joe's- 1mo (Adult)	Grocery Chains & Coupons
2302	MMO2208ZC	Shop at Vons- 1mo (Adult)	Grocery Chains & Coupons
2303	MMO2209ZC	Shop at Wal-Mart Supercenter- 1mo (Adult)	Grocery Chains & Coupons
2304	MMO2210ZC	Shop at Wawa- 6mo (Adult)	Grocery Chains & Coupons
2305	MMO2211ZC	Shop at Wegmans- 1mo (Adult)	Grocery Chains & Coupons
2306	MMO2213ZC	Shop at Winn Dixie- 1mo (Adult)	Grocery Chains & Coupons
2307	MM61385ZC	Source of Coupons- Coupons at Register- 1yr (Household)	Grocery Chains & Coupons
2308	MM61386ZC	Source of Coupons- Internet or E-Mail 1yr (Household)	Grocery Chains & Coupons
2309	MMO2215ZC	Source of Coupons- Handouts- 1yr (Household)	Grocery Chains & Coupons
2310	MMO2216ZC	Source of Coupons- Magazines- 1yr (Household)	Grocery Chains & Coupons
2311	MMO2217ZC	Source of Coupons- Newspaper- 1yr (Household)	Grocery Chains & Coupons
2312	MMO2218ZC	Source of Coupons- On the Package Itself- 1yr (Household)	Grocery Chains & Coupons
2313	MMO2219ZC	Source of Coupons- Received in Mail- 1yr (Household)	Grocery Chains & Coupons
2314	MMO2220ZC	Source of Coupons- Store Dispenser- 1yr (Household)	Grocery Chains & Coupons
2315	MM50172ZC	Use 1 - 4 Coupons- 1mo (Household)	Grocery Chains & Coupons
2316	MM50176ZC	Use 5 - 9 Coupons- 1mo (Household)	Grocery Chains & Coupons
2317	MM50173ZC	Use 10 - 14 Coupons- 1mo (Household)	Grocery Chains & Coupons
2318	MM50174ZC	Use 15 - 24 Coupons- 1mo (Household)	Grocery Chains & Coupons
2319	MM50175ZC	Use 25 or More Coupons- 1mo (Household)	Grocery Chains & Coupons
2320	MMO2224ZC	Use Cents Off Coupons- 3mo (Household)	Grocery Chains & Coupons
2321	MMO2224ZD	Use Cents Off Coupons- 3mo (Household): Demand Potential (Times/3mo)	Grocery Chains & Coupons
2322	MMO2221ZC	Use Cents Off Coupons- 1yr (Household)	Grocery Chains & Coupons
2323	MMO2225ZC	Use Coupons for Beverages- 1yr (Household)	Grocery Chains & Coupons
2324	MMO2226ZC	Use Coupons for Cleaning Products- 1yr (Household)	Grocery Chains & Coupons
2325	MMO2227ZC	Use Coupons for Cosmetics- 1yr (Household)	Grocery Chains & Coupons
2326	MMO2228ZC	Use Coupons for Food- 1yr (Household)	Grocery Chains & Coupons
2327	MMO2229ZC	Use Coupons for Tobacco- 1yr (Household)	Grocery Chains & Coupons
2328	MMO2230ZC	Use Coupons for Toiletries- 1yr (Household)	Grocery Chains & Coupons
2329	MMO2231ZC	Use Coupons to Save Maximum Amount Money- 1yr (Household)	Grocery Chains & Coupons
2330	MMO2232ZC	Use Coupons to Save on Brands Already Use- 1yr (Household)	Grocery Chains & Coupons
2331	MMO2233ZC	Use Coupons to Try New Product- 1yr (Household)	Grocery Chains & Coupons
2332	MM50440ZC	Use Grocery Store Loyalty Card- 1mo (Adult)	Grocery Chains & Coupons
2333	MM42586ZC	Buy Groceries by Internet- 1mo (Adult)	Grocery Chains & Coupons
2334	MM61387ZC	Shop at Grocery Store on Friday- 1wk (Adult)	Grocery Chains & Coupons
2335	MM61388ZC	Shop at Grocery Store on Monday- 1wk (Adult)	Grocery Chains & Coupons
2336	MM61389ZC	Shop at Grocery Store on Saturday- 1wk (Adult)	Grocery Chains & Coupons
2337	MM61390ZC	Shop at Grocery Store on Sunday- 1wk (Adult)	Grocery Chains & Coupons
2338	MM61391ZC	Shop at Grocery Store on Thursday- 1wk (Adult)	Grocery Chains & Coupons
2339	MM61392ZC	Shop at Grocery Store on Tuesday- 1wk (Adult)	Grocery Chains & Coupons
2340	MM61393ZC	Shop at Grocery Store on Wednesday- 1wk (Adult)	Grocery Chains & Coupons
2341	MMO2234ZC	Buy Air Purifier Machine- 1yr (Household)	Hardware & Appliances
2342	MMO2235ZC	Buy Any Household Appliances- 1yr (Household)	Hardware & Appliances
2343	MM61394ZC	Buy Any Large Kitchen/Cooking Appliance- 1yr (Household)	Hardware & Appliances
2344	MMO2236ZC	Buy Any Lawn Mower- 1yr (Household)	Hardware & Appliances
2345	MM61395ZC	Buy Any Small Kitchen Appliances- 1yr (Household)	Hardware & Appliances
2346	MMO2238ZC	Buy Automatic Dishwasher- 1yr (Household)	Hardware & Appliances
2347	MMO2240ZC	Buy Automotive Tools- 1yr (Household)	Hardware & Appliances
2348	MMO2243ZC	Buy Canister Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2349	MMO2244ZC	Buy Car Vacuum- 1yr (Household)	Hardware & Appliances
2350	MMO2245ZC	Buy Carpet Steam Cleaner- 1yr (Household)	Hardware & Appliances
2351	MMO2246ZC	Buy Ceiling Fan- 1yr (Household)	Hardware & Appliances
2352	MMO2247ZC	Buy Central Air Conditioner- 1yr (Household)	Hardware & Appliances
2353	MMO2248ZC	Buy Charcoal Grill- 1yr (Household)	Hardware & Appliances
2354	MMO2250ZC	Buy Coffee Maker- Automatic Drip- 1yr (Household)	Hardware & Appliances
2355	MMO2256ZC	Buy Electric Blender- 1yr (Household)	Hardware & Appliances
2356	MMO2257ZC	Buy Electric Can Opener- 1yr (Household)	Hardware & Appliances
2357	MMO2258ZC	Buy Electric Clothes Dryer- 1yr (Household)	Hardware & Appliances
2358	MMO2260ZC	Buy Electric Food Processor- 1yr (Household)	Hardware & Appliances
2359	MMO2265ZC	Buy Electric Slow Cooker- 1yr (Household)	Hardware & Appliances
2360	MMO2266ZC	Buy Electric Space Heater- 1yr (Household)	Hardware & Appliances
2361	MMO2269ZC	Buy Electric Toaster- 1yr (Household)	Hardware & Appliances
2362	MMO2268ZC	Buy Electric Toaster Oven- 1yr (Household)	Hardware & Appliances
2363	MMO2271ZC	Buy Garage Door Opener- 1yr (Household)	Hardware & Appliances
2364	MMO2272ZC	Buy Gas Chain Saw- 1yr (Household)	Hardware & Appliances
2365	MMO2274ZC	Buy Gas Grill- 1yr (Household)	Hardware & Appliances
2366	MMO2275ZC	Buy Gas Lawn Mower- 1yr (Household)	Hardware & Appliances
2367	MMO2277ZC	Buy Hand-Held Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2368	MM50177ZC	Buy High Efficiency Washing Machine- 1yr (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2369	MMO2279ZC	Buy Hot Water Heater- 1yr (Household)	Hardware & Appliances
2370	MMO2280ZC	Buy Humidifier- 1yr (Household)	Hardware & Appliances
2371	MMO2263ZC	Buy Iron- 1yr (Household)	Hardware & Appliances
2372	MMO2281ZC	Buy Microwave Cookware- 1yr (Household)	Hardware & Appliances
2373	MMO2282ZC	Buy Microwave Oven- 1yr (Household)	Hardware & Appliances
2374	MMO2284ZC	Buy Rechargeable Flashlight- 1yr (Household)	Hardware & Appliances
2375	MMO2285ZC	Buy Refrigerator- 1yr (Household)	Hardware & Appliances
2376	MMO2290ZC	Buy Smoke/Fire Detector- 1yr (Household)	Hardware & Appliances
2377	MM50178ZC	Buy Standard Washing Machine- 1yr (Household)	Hardware & Appliances
2378	MMO2292ZC	Buy Upright Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2379	MMO2294ZC	Buy Wet-Dry Shop Vacuum- 1yr (Household)	Hardware & Appliances
2380	MMO2295ZC	Own AC-separate room (Household)	Hardware & Appliances
2381	MM61398ZC	Own Air Compressor (Not 12 Volt Inflator)- (Household)	Hardware & Appliances
2382	MM61399ZC	Own Air Conditioner (Household)	Hardware & Appliances
2383	MMO2296ZC	Own Air Purifier Machine (Household)	Hardware & Appliances
2384	MM61400ZC	Own Any Appliance for Climate Control (Household)	Hardware & Appliances
2385	MMO2297ZC	Own Any Household Appliances (Household)	Hardware & Appliances
2386	MM61401ZC	Own Any Large Kitchen/Cooking Appliance (Household)	Hardware & Appliances
2387	MMO2298ZC	Own Any Lawn Mower (Household)	Hardware & Appliances
2388	MM61402ZC	Own Any Small Kitchen Appliances (Household)	Hardware & Appliances
2389	MM61403ZC	Own Any Tools (Household)	Hardware & Appliances
2390	MM61404ZC	Own Attic/Whole House Fan (Household)	Hardware & Appliances
2391	MMO2301ZC	Own Automatic Setback Thermostat (Household)	Hardware & Appliances
2392	MMO2303ZC	Own Automotive Tools (Household)	Hardware & Appliances
2393	MMO2304ZC	Own Bread Machine (Household)	Hardware & Appliances
2394	MMO2305ZC	Own Built-in Electric Range Oven (Household)	Hardware & Appliances
2395	MMO2306ZC	Own Built-in Gas Range Oven (Household)	Hardware & Appliances
2396	MMO2307ZC	Own Burglar Alarm (Household)	Hardware & Appliances
2397	MMO2308ZC	Own Canister Vacuum Cleaner (Household)	Hardware & Appliances
2398	MMO2309ZC	Own Car Vacuum (Household)	Hardware & Appliances
2399	MMO2310ZC	Own Carpet Steam Cleaner (Household)	Hardware & Appliances
2400	MMO2311ZC	Own Ceiling Fan (Household)	Hardware & Appliances
2401	MMO2312ZC	Own Central Air Conditioner (Household)	Hardware & Appliances
2402	MMO2313ZC	Own Central Heating- Electric (Household)	Hardware & Appliances
2403	MMO2314ZC	Own Central Heating- Gas (Household)	Hardware & Appliances
2404	MM61405ZC	Own Central Heating- Oil (Household)	Hardware & Appliances
2405	MMO2315ZC	Own Charcoal Grill (Household)	Hardware & Appliances
2406	MM61406ZC	Own Chipper/Shredder (Household)	Hardware & Appliances
2407	MM61407ZC	Own Coal/Wood Stove(Household)	Hardware & Appliances
2408	MM61408ZC	Own Coffee Maker - Automatic Drip (Household)	Hardware & Appliances
2409	MM61409ZC	Own Coffee Maker - Other Electric (Household)	Hardware & Appliances
2410	MM61410ZC	Own Coffee Maker - Single Cup/Pod Brewing System (Household)	Hardware & Appliances
2411	MM61411ZC	Own Coffee Maker -Electric Perk (Household)	Hardware & Appliances
2412	MMO2317ZC	Own Combination Range/Microwave Oven (Household)	Hardware & Appliances
2413	MM61412ZC	Own Continuous Cleaning Oven (Household)	Hardware & Appliances
2414	MM61413ZC	Own Convection Oven (Household)	Hardware & Appliances
2415	MMO2318ZC	Own Cook Top Stove (Household)	Hardware & Appliances
2416	MM61414ZC	Own Decorative Paint Tolls/Kits (Household)	Hardware & Appliances
2417	MMO2322ZC	Own Deep Fryer (Household)	Hardware & Appliances
2418	MMO2323ZC	Own Dehumidifier (Household)	Hardware & Appliances
2419	MMO2300ZC	Own Dishwasher (Household)	Hardware & Appliances
2420	MM61415ZC	Own Driver Bits (Household)	Hardware & Appliances
2421	MMO2324ZC	Own Electric Air Cleaner (Household)	Hardware & Appliances
2422	MMO2325ZC	Own Electric Blender (Household)	Hardware & Appliances
2423	MMO2326ZC	Own Electric Can Opener (Household)	Hardware & Appliances
2424	MM61416ZC	Own Electric Car Polisher (Household)	Hardware & Appliances
2425	MMO2327ZC	Own Electric Chain Saw (Household)	Hardware & Appliances
2426	MMO2328ZC	Own Electric Clothes Dryer (Household)	Hardware & Appliances
2427	MMO2329ZC	Own Electric Coffee Grinder (Household)	Hardware & Appliances
2428	MMO2319ZC	Own Electric Corded Drill (Household)	Hardware & Appliances
2429	MMO2320ZC	Own Electric Cordless Drill (Household)	Hardware & Appliances
2430	MMO2321ZC	Own Electric Cordless Screwdriver (Household)	Hardware & Appliances
2431	MMO2330ZC	Own Electric Food Processor (Household)	Hardware & Appliances
2432	MMO2331ZC	Own Electric Fry Pan (Household)	Hardware & Appliances
2433	MM61417ZC	Own Electric Grill- Outdoor (Household)	Hardware & Appliances
2434	MMO2332ZC	Own Electric Indoor Grill (Household)	Hardware & Appliances
2435	MMO2334ZC	Own Electric Juicer (Household)	Hardware & Appliances
2436	MM61418ZC	Own Electric Knife (Household)	Hardware & Appliances
2437	MMO2335ZC	Own Electric Lawn Mower (Household)	Hardware & Appliances
2438	MMO2336ZC	Own Electric Popcorn Maker (Household)	Hardware & Appliances
2439	MM61419ZC	Own Electric Router (Household)	Hardware & Appliances
2440	MM61420ZC	Own Electric Sander (Household)	Hardware & Appliances
2441	MMO2337ZC	Own Electric Slow Cooker (Household)	Hardware & Appliances
2442	MMO2338ZC	Own Electric Space Heater (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2443	MMO2339ZC	Own Electric Steam Cooker (Household)	Hardware & Appliances
2444	MMO2340ZC	Own Electric Stove/Range (Household)	Hardware & Appliances
2445	MMO2341ZC	Own Electric Toaster (Household)	Hardware & Appliances
2446	MMO2342ZC	Own Electric Toaster Oven (Household)	Hardware & Appliances
2447	MMO2343ZC	Own Electric Trimmer/Edger (Household)	Hardware & Appliances
2448	MMO2344ZC	Own Electric Wok (Household)	Hardware & Appliances
2449	MMO2345ZC	Own Electric/Gas Chain Saw (Household)	Hardware & Appliances
2450	MMO2346ZC	Own Espresso/Cappuccino Maker (Household)	Hardware & Appliances
2451	MM61421ZC	Own Fan (Household)	Hardware & Appliances
2452	MMO2347ZC	Own Fireplace (Household)	Hardware & Appliances
2453	MMO2348ZC	Own Garage Door Opener (Household)	Hardware & Appliances
2454	MMO2349ZC	Own Garbage Disposer (Household)	Hardware & Appliances
2455	MMO2350ZC	Own Gas Chain Saw (Household)	Hardware & Appliances
2456	MMO2351ZC	Own Gas Clothes Dryer (Household)	Hardware & Appliances
2457	MMO2352ZC	Own Gas Grill (Household)	Hardware & Appliances
2458	MMO2353ZC	Own Gas Lawn Mower (Household)	Hardware & Appliances
2459	MMO2354ZC	Own Gas Stove/Range (Household)	Hardware & Appliances
2460	MMO2355ZC	Own Gas Trimmer/Edger (Household)	Hardware & Appliances
2461	MM61422ZC	Own Glue Gun (Household)	Hardware & Appliances
2462	MMO2356ZC	Own Hand Held Electric Mixer (Household)	Hardware & Appliances
2463	MM61423ZC	Own Hand Tools (Household)	Hardware & Appliances
2464	MMO2357ZC	Own Hand-Held Vacuum Cleaner (Household)	Hardware & Appliances
2465	MMO2358ZC	Own Heat Pump (Household)	Hardware & Appliances
2466	MM50179ZC	Own High Efficiency Washing Machine (Household)	Hardware & Appliances
2467	MM61424ZC	Own Home Fire Extinguisher (Household)	Hardware & Appliances
2468	MMO2359ZC	Own Hot Tub/Whirlpool Spa (Household)	Hardware & Appliances
2469	MMO2360ZC	Own Hot Water Heater (Household)	Hardware & Appliances
2470	MMO2361ZC	Own Humidifier (Household)	Hardware & Appliances
2471	MMO2362ZC	Own Ice Cream Maker (Household)	Hardware & Appliances
2472	MMO2333ZC	Own Iron (Household)	Hardware & Appliances
2473	MM61425ZC	Own Jig/Sabre saw (portable) (Household)	Hardware & Appliances
2474	MMO2363ZC	Own Kerosene Heater (Household)	Hardware & Appliances
2475	MM61426ZC	Own Lawn or garden tractor (Household)	Hardware & Appliances
2476	MM61427ZC	Own Lawn sprinkler (Household)	Hardware & Appliances
2477	MM61428ZC	Own Leaf shredder (Household)	Hardware & Appliances
2478	MMO2364ZC	Own Microwave Cookware (Household)	Hardware & Appliances
2479	MMO2365ZC	Own Microwave Oven (Household)	Hardware & Appliances
2480	MM61429ZC	Own Other (Household)	Hardware & Appliances
2481	MM61430ZC	Own Outdoor blower (electric) (Household)	Hardware & Appliances
2482	MM61431ZC	Own Outdoor blower (gas) (Household)	Hardware & Appliances
2483	MMO2366ZC	Own Paint Sprayer (Household)	Hardware & Appliances
2484	MMO2367ZC	Own Pasta Machine (Household)	Hardware & Appliances
2485	MM61432ZC	Own Pliers (Household)	Hardware & Appliances
2486	MM61433ZC	Own Pneumatic tools (Household)	Hardware & Appliances
2487	MMO2368ZC	Own Portable Circular Saw (Household)	Hardware & Appliances
2488	MM50441ZC	Own Portable Generator (Household)	Hardware & Appliances
2489	MM61434ZC	Own Power ratchet, cordless (Household)	Hardware & Appliances
2490	MMO2369ZC	Own Pressure Cooker (Household)	Hardware & Appliances
2491	MMO2370ZC	Own Range Hood (Household)	Hardware & Appliances
2492	MMO2371ZC	Own Rechargeable Flashlight (Household)	Hardware & Appliances
2493	MMO2372ZC	Own Refrigerator (Household)	Hardware & Appliances
2494	MMO2373ZC	Own Riding Lawn Mower (Household)	Hardware & Appliances
2495	MM61435ZC	Own Saw blades (Household)	Hardware & Appliances
2496	MMO2374ZC	Own Separate Freezer (Household)	Hardware & Appliances
2497	MMO2375ZC	Own Sewing Machine (Household)	Hardware & Appliances
2498	MM61436ZC	Own Shears (non-electric) (Household)	Hardware & Appliances
2499	MM61437ZC	Own Shovel (Household)	Hardware & Appliances
2500	MMO2376ZC	Own Smoke/Fire Detector (Household)	Hardware & Appliances
2501	MMO2377ZC	Own Snow Blower (Household)	Hardware & Appliances
2502	MMO2378ZC	Own Stacked Washer/Dryer (Household)	Hardware & Appliances
2503	MM50180ZC	Own Standard Washing Machine (Household)	Hardware & Appliances
2504	MM61438ZC	Own Staple gun (Household)	Hardware & Appliances
2505	MM61439ZC	Own Stationary band saw (Household)	Hardware & Appliances
2506	MM61440ZC	Own Stationary drill press (Household)	Hardware & Appliances
2507	MMO2379ZC	Own Stationary Electric Mixer (Household)	Hardware & Appliances
2508	MM61441ZC	Own Stationary radial arm saw (Household)	Hardware & Appliances
2509	MMO2380ZC	Own Stationary Table Saw (Household)	Hardware & Appliances
2510	MM61442ZC	Own Tiller (garden) (Household)	Hardware & Appliances
2511	MMO2381ZC	Own Trash Compactor (Household)	Hardware & Appliances
2512	MMO2382ZC	Own Upright Vacuum Cleaner (Household)	Hardware & Appliances
2513	MM61443ZC	Own Vacuum Sealer (Household)	Hardware & Appliances
2514	MMO2383ZC	Own Wallpaper Stripper (Household)	Hardware & Appliances
2515	MMO2384ZC	Own Water Filter (Household)	Hardware & Appliances
2516	MMO2385ZC	Own Water Softener (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2517	MM61444ZC	Own Welder (Household)	Hardware & Appliances
2518	MM02386ZC	Own Wet-Dry Shop Vacuum (Household)	Hardware & Appliances
2519	MM02387ZC	Own Workbench (portable) (Household)	Hardware & Appliances
2520	MM61445ZC	Use Microwave Oven- 1wk (Household)	Hardware & Appliances
2521	MM61445ZD	Use Microwave Oven- 1wk (Household): Demand Potential (Times/1wk)	Hardware & Appliances
2522	MM02388ZC	Buy Health/Beauty Products for Men- \$100+- 1yr (Adult)	Health & OTC Drugs
2523	MM02389ZC	Buy Health/Beauty Products for Men- <\$100- 1yr (Adult)	Health & OTC Drugs
2524	MM02390ZC	Buy Health/Beauty Products for Women- \$100+- 1yr (Adult)	Health & OTC Drugs
2525	MM02391ZC	Buy Health/Beauty Products for Women- <\$100- 1yr (Adult)	Health & OTC Drugs
2526	MM02393ZC	Buy Nonprescription Drugs in Discount Store- 6mo (Adult)	Health & OTC Drugs
2527	MM02394ZC	Buy Nonprescription Drugs in Drug Store- 6mo (Adult)	Health & OTC Drugs
2528	MM02395ZC	Buy Nonprescription Drugs in Grocery Store- 6mo (Adult)	Health & OTC Drugs
2529	MM02396ZC	Buy Other Health/ Medical Supplies by Internet- 1yr (Adult)	Health & OTC Drugs
2530	MM02398ZC	Buy Vitamins by Internet- 1yr (Adult)	Health & OTC Drugs
2531	MM42608ZC	Buy Vitamins by Mail/Phone- 1yr (Adult)	Health & OTC Drugs
2532	MM02401ZC	Diet Method- Exercise- 6mo (Adult)	Health & OTC Drugs
2533	MM07135ZC	Diet Semi-vegetarian (Adult)	Health & OTC Drugs
2534	MM02402ZC	Medium/Heavy Nasal Spray- 1mo (Adult)	Health & OTC Drugs
2535	MM02403ZC	Medium/Heavy User- Athlete's/Medicated Foot Remedy- 1mo (Adult)	Health & OTC Drugs
2536	MM02404ZC	Medium/Heavy User- Cold/Sinus/Allergy Remedy- 1mo (Adult)	Health & OTC Drugs
2537	MM02406ZC	Medium/Heavy User- Eyewash/Drops- 1mo (Adult)	Health & OTC Drugs
2538	MM02407ZC	Medium/Heavy User- Gum/Canker Sore Remedy- 1mo (Adult)	Health & OTC Drugs
2539	MM02408ZC	Medium/Heavy User- Headache Remedy/Pain Reliever- 1mo (Adult)	Health & OTC Drugs
2540	MM02410ZC	Medium/Heavy User- Heartburn/Indigestion/Gas/Diarrhea Remedy- 1mo (Adult)	Health & OTC Drugs
2541	MM02409ZC	Medium/Heavy User- Hemorrhoid Remedy- 1mo (Adult)	Health & OTC Drugs
2542	MM02411ZC	Medium/Heavy User- Lactose Intolerance Product- 1mo (Adult)	Health & OTC Drugs
2543	MM02412ZC	Medium/Heavy User- Laxative- 1mo (Adult)	Health & OTC Drugs
2544	MM02417ZC	Medium/Heavy User- Pain Reliever Rub- 1mo (Adult)	Health & OTC Drugs
2545	MM02416ZC	Medium/Heavy User- Wart/Corn Remover- 1mo (Adult)	Health & OTC Drugs
2546	MM02420ZC	Member- Weight Watchers (Adult)	Health & OTC Drugs
2547	MM02421ZC	Own Home Blood Pressure Monitor (Adult)	Health & OTC Drugs
2548	MM02422ZC	Own Oral Irrigation Device (Adult)	Health & OTC Drugs
2549	MM02423ZC	Presently on a Diet (Adult)	Health & OTC Drugs
2550	MM07130ZC	Purchased Products at Salon/Day Spa- 6mo (Adult)	Health & OTC Drugs
2551	MM02424ZC	Take Vitamins/Dietary Supplement- 1wk (Adult)	Health & OTC Drugs
2552	MM02424ZD	Take Vitamins/Dietary Supplement- 1wk (Adult): Demand Potential (Times/1wk)	Health & OTC Drugs
2553	MM02427ZC	Take Vitamins/Dietary Supplement- 6mo (Adult)	Health & OTC Drugs
2554	MM02428ZC	Use Adhesive Bandage- 1mo (Adult)	Health & OTC Drugs
2555	MM02428ZD	Use Adhesive Bandage- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2556	MM02431ZC	Use Adhesive Bandage- 6mo (Adult)	Health & OTC Drugs
2557	MM02432ZC	Use Antibacterial Soap Bar- 6mo (Adult)	Health & OTC Drugs
2558	MM02436ZC	Use Athlete's/Medicated Foot Remedy- 6mo (Adult)	Health & OTC Drugs
2559	MM02440ZC	Use Bleach/Depilatory- 6mo (Adult)	Health & OTC Drugs
2560	MM08270ZC	Use Brand Prescription Med for Depression- 1yr (Adult)	Health & OTC Drugs
2561	MM02441ZC	Use Centrum Vitamins- 6mo (Adult)	Health & OTC Drugs
2562	MM02442ZC	Use Children's Cold Medicine- 1mo (Household)	Health & OTC Drugs
2563	MM02442ZD	Use Children's Cold Medicine- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2564	MM02445ZC	Use Children's Cold Medicine- 6mo (Household)	Health & OTC Drugs
2565	MM02446ZC	Use Children's Cough Syrup- 1mo (Household)	Health & OTC Drugs
2566	MM02446ZD	Use Children's Cough Syrup- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2567	MM02449ZC	Use Children's Cough Syrup- 6mo (Household)	Health & OTC Drugs
2568	MM02450ZC	Use Children's Pain Reliever- 1mo (Household)	Health & OTC Drugs
2569	MM02450ZD	Use Children's Pain Reliever- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2570	MM02453ZC	Use Children's Pain Reliever- 6mo (Household)	Health & OTC Drugs
2571	MM02454ZC	Use Children's Vitamins- 1wk (Household)	Health & OTC Drugs
2572	MM02454ZD	Use Children's Vitamins- 1wk (Household): Demand Potential (Times/1wk)	Health & OTC Drugs
2573	MM02457ZC	Use Children's Vitamins- 6mo (Household)	Health & OTC Drugs
2574	MM02458ZC	Use Cold/Sinus/Allergy Remedy- 1mo (Adult)	Health & OTC Drugs
2575	MM02458ZD	Use Cold/Sinus/Allergy Remedy- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2576	MM02461ZC	Use Cold/Sinus/Allergy Remedy- 6mo (Adult)	Health & OTC Drugs
2577	MM02462ZC	Use Contact Lens Cleaning Solutions- 6mo (Adult)	Health & OTC Drugs
2578	MM02463ZC	Use Denture Cleaner- 1wk (Adult)	Health & OTC Drugs
2579	MM02463ZD	Use Denture Cleaner- 1wk (Adult): Demand Potential (Times/1wk)	Health & OTC Drugs
2580	MM02466ZC	Use Denture Cleaner- 6mo (Adult)	Health & OTC Drugs
2581	MM02475ZC	Use Eyewash/Drops- 1mo (Adult)	Health & OTC Drugs
2582	MM02475ZD	Use Eyewash/Drops- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2583	MM02478ZC	Use Eyewash/Drops- 6mo (Adult)	Health & OTC Drugs
2584	MM08200ZC	Use Generic Prescript Medicine for Arthritis/R.A.- 1yr (Adult)	Health & OTC Drugs
2585	MM08220ZC	Use Generic Prescription Medicine for Depression- 1yr (Adult)	Health & OTC Drugs
2586	MM02479ZC	Use Hair Color at Home- 6mo (Adult)	Health & OTC Drugs
2587	MM02479ZD	Use Hair Color at Home- 6mo (Adult): Demand Potential (Times/6mo)	Health & OTC Drugs
2588	MM02482ZC	Use Hair Growth Products- 6mo (Adult)	Health & OTC Drugs
2589	MM02488ZC	Use Heartburn/Indigestion/Gas/Diarrhea Remedy- 6mo (Adult)	Health & OTC Drugs
2590	MM02486ZC	Use Hemorrhoid Remedy- 6mo (Adult)	Health & OTC Drugs

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2591	MMO2487ZC	Use Incontinence Product- 6mo (Adult)	Health & OTC Drugs
2592	MMO2489ZC	Use In-Home Pregnancy Test- 1yr (Adult)	Health & OTC Drugs
2593	MMO2489ZD	Use In-Home Pregnancy Test- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2594	MMO2492ZC	Use Insect Repellent- 1mo (Household)	Health & OTC Drugs
2595	MMO2492ZD	Use Insect Repellent- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2596	MMO2495ZC	Use Insect Repellent- 1yr (Household)	Health & OTC Drugs
2597	MMO2500ZC	Use Laxative- 1mo (Adult)	Health & OTC Drugs
2598	MMO2500ZD	Use Laxative- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2599	MMO2503ZC	Use Laxative- 6mo (Adult)	Health & OTC Drugs
2600	MMO2504ZC	Use Liquid Soaps/Hand Sanitizers- 6mo (Adult)	Health & OTC Drugs
2601	MMO2508ZC	Use Medicated Skin Ointments/Lotions/Creams- 6mo (Adult)	Health & OTC Drugs
2602	MMO2509ZC	Use Nasal Spray- 1mo (Adult)	Health & OTC Drugs
2603	MMO2509ZD	Use Nasal Spray- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2604	MMO2512ZC	Use Nasal Spray- 6mo (Adult)	Health & OTC Drugs
2605	MMO2513ZC	Use Nature Made Vitamins- 6mo (Adult)	Health & OTC Drugs
2606	MMO8155ZC	Use Nonprescription Acne Remedy- 1yr (Adult)	Health & OTC Drugs
2607	MMO8065ZC	Use Nonprescription Allergy/Hay Fever Remedy- 1yr (Adult)	Health & OTC Drugs
2608	MMO2530ZC	Use Nonprescription Cough Syrup- 6mo (Adult)	Health & OTC Drugs
2609	MMO2515ZC	Use Nonprescription Headache Remedy/Pain Reliever- 1mo (Adult)	Health & OTC Drugs
2610	MMO2515ZD	Use Nonprescription Headache Remedy/Pain Reliever- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2611	MMO2518ZC	Use Nonprescription Headache Remedy/Pain Reliever- 6mo (Adult)	Health & OTC Drugs
2612	MMO2526ZC	Use Nonprescription Throat Remedies/Cough Drops- 6mo (Adult)	Health & OTC Drugs
2613	MMO2544ZC	Use Pain Reliever for Arthritis- 6mo (Adult)	Health & OTC Drugs
2614	MMO2547ZC	Use Pain Reliever for Flu/Fever- 6mo (Adult)	Health & OTC Drugs
2615	MMO2548ZC	Use Pain Reliever for Headache- 6mo (Adult)	Health & OTC Drugs
2616	MMO2549ZC	Use Pain Reliever for Heart Attack Prevention- 6mo (Adult)	Health & OTC Drugs
2617	MMO2550ZC	Use Pain Reliever for Menstrual Cramps- 6mo (Adult)	Health & OTC Drugs
2618	MMO2551ZC	Use Pain Reliever for Muscle Aches/Pains- 6mo (Adult)	Health & OTC Drugs
2619	MMO2552ZC	Use Pain Reliever for Oral Discomfort- 6mo (Adult)	Health & OTC Drugs
2620	MMO2553ZC	Use Pain Reliever for Sleeplessness- 6mo (Adult)	Health & OTC Drugs
2621	MMO2554ZC	Use Pain Reliever for Sports Injuries- 6mo (Adult)	Health & OTC Drugs
2622	MMO2555ZC	Use Pain Relieving Rub- 1mo (Adult)	Health & OTC Drugs
2623	MMO2555ZD	Use Pain Relieving Rub- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2624	MMO2558ZC	Use Pain Relieving Rub- 6mo (Adult)	Health & OTC Drugs
2625	MMO7100ZC	Use Personal Services: Facial- 6mo (Adult)	Health & OTC Drugs
2626	MMO7110ZC	Use Personal Services: Manicure- 6mo (Adult)	Health & OTC Drugs
2627	MMO7105ZC	Use Personal Services: Massage- 6mo (Adult)	Health & OTC Drugs
2628	MMO7115ZC	Use Personal Services: Pedicure- 6mo (Adult)	Health & OTC Drugs
2629	MMO7125ZC	Use Personal Services: Tanning- 6mo (Adult)	Health & OTC Drugs
2630	MMO7120ZC	Use Personal Services: Waxing- 6mo (Adult)	Health & OTC Drugs
2631	MMO2562ZC	Use Pre- Menstrual Remedy- 6mo (Adult)	Health & OTC Drugs
2632	MMO2538ZC	Use Sleeping Aids/Snore Relief- 6mo (Adult)	Health & OTC Drugs
2633	MMO2585ZC	Use Sunburn Remedy- 1yr (Adult)	Health & OTC Drugs
2634	MMO2586ZC	Use Sunless Tanner- 1yr (Adult)	Health & OTC Drugs
2635	MMO2587ZC	Use Suntan/Sunscreen Product- 1mo (Adult)	Health & OTC Drugs
2636	MMO2587ZD	Use Suntan/Sunscreen Product- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2637	MMO2590ZC	Use Suntan/Sunscreen Product- 1yr (Adult)	Health & OTC Drugs
2638	MMO2594ZC	Use Toothache Gum/Canker Sore Remedy- 6mo (Adult)	Health & OTC Drugs
2639	MMO2601ZC	Use Wart/Corn Remover- 6mo (Adult)	Health & OTC Drugs
2640	MMO2605ZC	Visit Allergist- 1yr (Adult)	Health & OTC Drugs
2641	MMO2605ZD	Visit Allergist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2642	MMO2608ZC	Visit Any Doctor- 1yr (Adult)	Health & OTC Drugs
2643	MMO2608ZD	Visit Any Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2644	MMO2611ZC	Visit Any Doctor- 3+ Times- 1yr (Adult)	Health & OTC Drugs
2645	MMO2612ZC	Visit Cardiologist- 1yr (Adult)	Health & OTC Drugs
2646	MMO2612ZD	Visit Cardiologist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2647	MMO2615ZC	Visit Chiropractor- 1yr (Adult)	Health & OTC Drugs
2648	MMO2615ZD	Visit Chiropractor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2649	MM42606ZC	Visit Day Spa- 6mo (Adult)	Health & OTC Drugs
2650	MMO2618ZC	Visit Dentist- 1yr (Adult)	Health & OTC Drugs
2651	MMO2618ZD	Visit Dentist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2652	MMO2621ZC	Visit Dermatologist- 1yr (Adult)	Health & OTC Drugs
2653	MMO2621ZD	Visit Dermatologist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2654	MMO2627ZC	Visit Eye Doctor- 1yr (Adult)	Health & OTC Drugs
2655	MMO2627ZD	Visit Eye Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2656	MMO2630ZC	Visit General/Family Doctor- 1yr (Adult)	Health & OTC Drugs
2657	MMO2630ZD	Visit General/Family Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2658	MMO2633ZC	Visit Internist- 1yr (Adult)	Health & OTC Drugs
2659	MMO2633ZD	Visit Internist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2660	MMO2639ZC	Visit OB/Gyn- 1yr (Adult)	Health & OTC Drugs
2661	MMO2639ZD	Visit OB/Gyn- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2662	MMO2648ZC	Visit Podiatrist- 1yr (Adult)	Health & OTC Drugs
2663	MMO2648ZD	Visit Podiatrist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2664	MMO2651ZC	Wear Disposable Contact Lenses (Adult)	Health & OTC Drugs

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2665	MMO2652ZC	Wear Nonprescription Sunglasses (Adult)	Health & OTC Drugs
2666	MMO2653ZC	Wear Prescription Eyeglasses (Adult)	Health & OTC Drugs
2667	MMO2654ZC	Wear Soft Contact Lenses (Adult)	Health & OTC Drugs
2668	MMO2656ZC	When Diet- Buy Fat-Free Food (Adult)	Health & OTC Drugs
2669	MMO2657ZC	When Diet- Buy High Fiber Food (Adult)	Health & OTC Drugs
2670	MMO2658ZC	When Diet- Buy Lactose-Free Food (Adult)	Health & OTC Drugs
2671	MMO2659ZC	When Diet- Buy Low-Calorie Food (Adult)	Health & OTC Drugs
2672	MMO2660ZC	When Diet- Buy Low-Cholesterol Food (Adult)	Health & OTC Drugs
2673	MMO2661ZC	When Diet- Buy Low-Fat Food (Adult)	Health & OTC Drugs
2674	MMO2662ZC	When Diet- Buy Low-Sodium Food (Adult)	Health & OTC Drugs
2675	MMO2663ZC	When Diet- Buy Natural/Organic Food (Adult)	Health & OTC Drugs
2676	MMO2664ZC	When Diet- Buy Sugar-Free Food (Adult)	Health & OTC Drugs
2677	MM65006ZC	Buy Air Mattress-Infl- Under \$100- 1yr (Household)	Home Furnishings
2678	MMO2665ZC	Buy Area Rugs- 1yr (Household)	Home Furnishings
2679	MM65007ZC	Buy Area rug- \$100-\$299- 1yr (Household)	Home Furnishings
2680	MM65008ZC	Buy Area rug- Under \$100- 1yr (Household)	Home Furnishings
2681	MMO2666ZC	Buy Baby Furniture/Equipment- 6mo (Household)	Home Furnishings
2682	MM42175ZC	Buy Bathmat (in tub)- 1yr (Household)	Home Furnishings
2683	MM65009ZC	Buy Bed frame/headboard- 250-\$699- 1yr (Household)	Home Furnishings
2684	MMO2667ZC	Buy Bedding/Bath Goods- 1yr (Household)	Home Furnishings
2685	MMO2668ZC	Buy Bedspreads- 1yr (Household)	Home Furnishings
2686	MMO8085ZC	Buy Big Ticket Furniture- 1yr (Household)	Home Furnishings
2687	MMO2670ZC	Buy Box Spring- 1yr (Household)	Home Furnishings
2688	MM65010ZC	Buy Box spring- 250-\$699- 1yr (Household)	Home Furnishings
2689	MMO2671ZC	Buy Comforter- 1yr (Household)	Home Furnishings
2690	MMO2672ZC	Buy Curtains- 1yr (Household)	Home Furnishings
2691	MMO2674ZC	Buy Dining Room Furniture- 1yr (Household)	Home Furnishings
2692	MM42176ZC	Buy Dust Ruffles- 1yr (Household)	Home Furnishings
2693	MMO2675ZC	Buy Electric Blanket- 1yr (Household)	Home Furnishings
2694	MMO2676ZC	Buy Family Room Furniture- 1yr (Household)	Home Furnishings
2695	MMO2677ZC	Buy Home Furnishings by Internet- 1yr (Adult)	Home Furnishings
2696	MM61657ZC	Buy Home Office Furniture- 1yr (Household)	Home Furnishings
2697	MMO2679ZC	Buy Housewares by Internet- 1yr (Adult)	Home Furnishings
2698	MMO2681ZC	Buy Kitchen Cooking/Serving Product- 1yr (Household)	Home Furnishings
2699	MMO2682ZC	Buy Kitchen Furniture- 1yr (Household)	Home Furnishings
2700	MMO2683ZC	Buy Kitchen/Dining Room Furniture- 1yr (Household)	Home Furnishings
2701	MMO2685ZC	Buy Lawn/Porch Furniture- 1yr (Household)	Home Furnishings
2702	MMO2686ZC	Buy Low Ticket Furnishing- 1yr (Household)	Home Furnishings
2703	MMO2688ZC	Buy Mattress- <\$250- 1yr (Household)	Home Furnishings
2704	MM61659ZC	Buy Mattress- 1yr (Household)	Home Furnishings
2705	MMO2689ZC	Buy Other Blankets- 1yr (Household)	Home Furnishings
2706	MM61660ZC	Buy Picture Frames- Custom Made- 1yr (Household)	Home Furnishings
2707	MM42177ZC	Buy Pillow Shams- 1yr (Household)	Home Furnishings
2708	MM42178ZC	Buy Pillowcases- 1yr (Household)	Home Furnishings
2709	MMO2690ZC	Buy Pillows- 1yr (Household)	Home Furnishings
2710	MMO2692ZC	Buy Recliner- 1yr (Household)	Home Furnishings
2711	MM65012ZC	Buy Recliner- 250-\$699- 1yr (Household)	Home Furnishings
2712	MMO2693ZC	Buy Room Size Rug- 1yr (Household)	Home Furnishings
2713	MM42179ZC	Buy Sheets- 1yr (Household)	Home Furnishings
2714	MMO2694ZC	Buy Sheets/Pillowcases- 1yr (Household)	Home Furnishings
2715	MM42180ZC	Buy Shower Curtain- 1yr (Household)	Home Furnishings
2716	MMO2698ZC	Buy Sofa Sectional- 1yr (Household)	Home Furnishings
2717	MM65013ZC	Buy Sofa/sectional- 250-\$699- 1yr (Household)	Home Furnishings
2718	MMO2699ZC	Buy Table Setting- 1yr (Adult)	Home Furnishings
2719	MM61661ZC	Buy Table Settings as a Gift- 1yr (Adult)	Home Furnishings
2720	MMO2701ZC	Buy Table/Floor Lamp- 1yr (Household)	Home Furnishings
2721	MMO2702ZC	Buy Towels- 1yr (Household)	Home Furnishings
2722	MM61662ZC	Buy Wall Unit/Wall System- 1yr (Household)	Home Furnishings
2723	MM61664ZC	Own Air Mattress (Inflatable) (Household)	Home Furnishings
2724	MM61665ZC	Own Area Rug (Household)	Home Furnishings
2725	MM61666ZC	Own Awning (Household)	Home Furnishings
2726	MM61667ZC	Own Baby Furniture & Equipment (Household)	Home Furnishings
2727	MM61668ZC	Own Bed Frame/Headboard (Household)	Home Furnishings
2728	MM61669ZC	Own Box Spring (Household)	Home Furnishings
2729	MM61670ZC	Own Cedar Chests (Household)	Home Furnishings
2730	MM61671ZC	Own Curtains (Household)	Home Furnishings
2731	MM61672ZC	Own Dining Room Furniture (Household)	Home Furnishings
2732	MM61673ZC	Own Draperies (Household)	Home Furnishings
2733	MM61674ZC	Own Family Room Furniture (Household)	Home Furnishings
2734	MMO2704ZC	Own Home Office Furniture (Household)	Home Furnishings
2735	MM61675ZC	Own Horizontal Blinds- Custom Made (Household)	Home Furnishings
2736	MM61676ZC	Own Horizontal Blinds- Ready Make (Household)	Home Furnishings
2737	MM61677ZC	Own Indoor/Outdoor Carpet (Household)	Home Furnishings
2738	MM61678ZC	Own Kitchen Furniture (Household)	Home Furnishings

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2739	MM61679ZC	Own Lawn/Porch Furniture (Household)	Home Furnishings
2740	MM61680ZC	Own Mattress (Household)	Home Furnishings
2741	MM61681ZC	Own Other Bedroom Furniture (Household)	Home Furnishings
2742	MM61682ZC	Own Other Living Room Furniture (Household)	Home Furnishings
2743	MM61683ZC	Own Patio/Deck Cover (Household)	Home Furnishings
2744	MM02705ZC	Own Piano (Household)	Home Furnishings
2745	MM61684ZC	Own Picture Frames- Custom Made (Household)	Home Furnishings
2746	MM61685ZC	Own Recliner (Household)	Home Furnishings
2747	MM61686ZC	Own Room Size Rug (Household)	Home Furnishings
2748	MM61687ZC	Own Sofa/Sectional (Household)	Home Furnishings
2749	MM61688ZC	Own Sofa- Bed Convertible (Household)	Home Furnishings
2750	MM61689ZC	Own Table Settings (Adult)	Home Furnishings
2751	MM61690ZC	Own Table/Floor Lamps (Household)	Home Furnishings
2752	MM61691ZC	Own Vertical Blinds- Custom Made (Household)	Home Furnishings
2753	MM61692ZC	Own Vertical Blinds- Ready Make (Household)	Home Furnishings
2754	MM61693ZC	Own Wall Unit/Wall System (Household)	Home Furnishings
2755	MM02706ZC	Own Wall-to-Wall Carpet (Household)	Home Furnishings
2756	MM61694ZC	Own Window Coverings- Custom Made (Household)	Home Furnishings
2757	MM50442ZC	Re-used or recycled Aluminum Beverage Cans- 1mo (Household)	Home Furnishings
2758	MM50443ZC	Re-used or recycled Batteries- 1mo (Household)	Home Furnishings
2759	MM50444ZC	Re-used or recycled Electronic Equipment- 1mo (Household)	Home Furnishings
2760	MM50445ZC	Re-used or recycled Glass Bottles- 1mo (Household)	Home Furnishings
2761	MM50446ZC	Re-used or recycled Newspapers- 1mo (Household)	Home Furnishings
2762	MM50451ZC	Re-used or recycled Other- 1mo (Household)	Home Furnishings
2763	MM50448ZC	Re-used or recycled Other Glass items- 1mo (Household)	Home Furnishings
2764	MM50447ZC	Re-used or recycled Other Metal items- 1mo (Household)	Home Furnishings
2765	MM50450ZC	Re-used or recycled Other Paper- 1mo (Household)	Home Furnishings
2766	MM50449ZC	Re-used or recycled Other Plastic Items- 1mo (Household)	Home Furnishings
2767	MM50453ZC	Re-used or recycled Plastic Bags- 1mo (Household)	Home Furnishings
2768	MM50452ZC	Re-used or recycled Plastic Bottles- 1mo (Household)	Home Furnishings
2769	MM42181ZC	Shop at IKEA- 1yr (Adult)	Home Furnishings
2770	MM42610ZC	Use Any Environmentally Friendly/Green Light Bulbs- 6mo (Household)	Home Furnishings
2771	MM42609ZC	Use Any Environmentally Friendly/Green Product- 6mo (Household)	Home Furnishings
2772	MM42611ZC	Use Non-Toxic/Biodegradable All Purpose Household Cleaner- 6mo (Household)	Home Furnishings
2773	MM42612ZC	Use Non-Toxic/Biodegradable Dish Washing Liquid/Detergent- 6mo (Household)	Home Furnishings
2774	MM42613ZC	Use Non-Toxic/Biodegradable Glass/Surface Cleaners- 6mo (Household)	Home Furnishings
2775	MM42614ZC	Use Non-Toxic/Biodegradable Laundry Detergent- 6mo (Household)	Home Furnishings
2776	MM42615ZC	Use Non-Toxic/Biodegradable Other Products- 6mo (Household)	Home Furnishings
2777	MM42616ZC	Use Recycle Facial Tissues- 6mo (Household)	Home Furnishings
2778	MM42617ZC	Use Recycle Other Paper Products- 6mo (Household)	Home Furnishings
2779	MM42618ZC	Use Recycle Paper Napkins- 6mo (Household)	Home Furnishings
2780	MM42619ZC	Use Recycle Paper Plates- 6mo (Household)	Home Furnishings
2781	MM42620ZC	Use Recycle Paper Towels- 6mo (Household)	Home Furnishings
2782	MM42621ZC	Use Recycle Toilet Paper- 6mo (Household)	Home Furnishings
2783	MM02713ZC	Any Home Remodeling- \$500+ - 1yr (Household)	Home Improvements
2784	MM02717ZC	Buy Any Interior Paint- 1yr (Adult)	Home Improvements
2785	MM02717ZD	Buy Any Interior Paint- 1yr (Adult): Demand Potential (Gallons/1yr)	Home Improvements
2786	MM02720ZC	Buy Any Paint/Stain- 1yr (Adult)	Home Improvements
2787	MM02720ZD	Buy Any Paint/Stain- 1yr (Adult): Demand Potential (Gallons/1yr)	Home Improvements
2788	MM61695ZC	Buy Clean-Air Filter- 1yr (Household)	Home Improvements
2789	MM61696ZC	Buy Down Spouts/Gutters- 1yr (Household)	Home Improvements
2790	MM61697ZC	Buy Exterior Painting- 1yr (Household)	Home Improvements
2791	MM61698ZC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr (Household)	Home Improvements
2792	MM61699ZC	Buy Interior Painting- 1yr (Household)	Home Improvements
2793	MM02761ZC	Buy Paint/Stain at Department Store- 1yr (Adult)	Home Improvements
2794	MM02762ZC	Buy Paint/Stain at Hardware Store- 1yr (Adult)	Home Improvements
2795	MM02763ZC	Buy Paint/Stain at Home Center Store- 1yr (Adult)	Home Improvements
2796	MM02764ZC	Buy Paint/Stain at Paint/Stain Store- 1yr (Adult)	Home Improvements
2797	MM61701ZC	Buy Yard Fence- 1yr (Household)	Home Improvements
2798	MM04452ZC	Definitely/Probably Add Rooms- Exterior Additions- 1yr (Adult)	Home Improvements
2799	MM04451ZC	Definitely/Probably Convert Room To Home Office- 1yr (Adult)	Home Improvements
2800	MM04450ZC	Definitely/Probably Remodel Bathroom- 1yr (Adult)	Home Improvements
2801	MM04448ZC	Definitely/Probably Remodel Home- 1yr (Adult)	Home Improvements
2802	MM04449ZC	Definitely/Probably Remodel Kitchen- 1yr (Adult)	Home Improvements
2803	MM42203ZC	Definitely/Probably Remodel Other Part of Home- 1yr (Adult)	Home Improvements
2804	MM61702ZC	Has Garden (Household)	Home Improvements
2805	MM61703ZC	Has Garden (Size <250 Square Feet) (Household)	Home Improvements
2806	MM61705ZC	Has Garden (Size 250-499 Square Feet) (Household)	Home Improvements
2807	MM61706ZC	Has Garden (Size 500-1,999 Square Feet) (Household)	Home Improvements
2808	MM61704ZC	Has Garden (Size 2,000+ Square Feet) (Household)	Home Improvements
2809	MM61707ZC	Home Improvements by Contractor: Any- 1yr (Household)	Home Improvements
2810	MM61708ZC	Home Improvements by You or Other Family Member: Any (Household)	Home Improvements
2811	MM02723ZC	Home Remodeling- Add Deck/Porch/Patio- 1yr (Household)	Home Improvements
2812	MM02724ZC	Home Remodeling- Addition/Extension/Conversion- 1yr (Household)	Home Improvements

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2813	MMO2726ZC	Home Remodeling- Any- 1yr (Household)	Home Improvements
2814	MMO2729ZC	Home Remodeling- Bathroom- 1yr (Household)	Home Improvements
2815	MMO2730ZC	Home Remodeling- Bedroom- 1yr (Household)	Home Improvements
2816	MMO2731ZC	Home Remodeling- Carpeting- \$1,000+- 1yr (Household)	Home Improvements
2817	MMO2732ZC	Home Remodeling- Carpeting- 1yr (Household)	Home Improvements
2818	MMO2733ZC	Home Remodeling- Ceramic Tile Floor- 1yr (Household)	Home Improvements
2819	MMO2736ZC	Home Remodeling- Hardwood Floors- 1yr (Household)	Home Improvements
2820	MMO2737ZC	Home Remodeling- Interior/Exterior Doors- 1yr (Household)	Home Improvements
2821	MMO2739ZC	Home Remodeling- Kitchen- 1yr (Household)	Home Improvements
2822	MMO2738ZC	Home Remodeling- Kitchen Cabinets- 1yr (Household)	Home Improvements
2823	MMO2740ZC	Home Remodeling- Other Room- 1yr (Household)	Home Improvements
2824	MMO2743ZC	Home Remodeling- Roofing- \$1,000+- 1yr (Household)	Home Improvements
2825	MMO2744ZC	Home Remodeling- Roofing- 1yr (Household)	Home Improvements
2826	MMO2746ZC	Home Remodeling- Vinyl Windows- 1yr (Household)	Home Improvements
2827	MMO2748ZC	Home Remodeling- Work by Professional- 1yr (Household)	Home Improvements
2828	MMO2749ZC	Home Remodeling- Work by Self- 1yr (Household)	Home Improvements
2829	MMO2752ZC	Make Any Home Improvement- 1yr (Household)	Home Improvements
2830	MMO2753ZC	Make Home Improvements- \$500+- 1yr (Household)	Home Improvements
2831	MMO2754ZC	Make Home Improvements- <\$500- 1yr (Household)	Home Improvements
2832	MM61709ZC	Number of Home Improvements: 1- 1yr (Household)	Home Improvements
2833	MM61710ZC	Number of Home Improvements: 2- 1yr (Household)	Home Improvements
2834	MM61711ZC	Number of Home Improvements: 3- 1yr (Household)	Home Improvements
2835	MM61713ZC	Number of Home Remodeling Jobs: 1- 1yr (Household)	Home Improvements
2836	MM61714ZC	Number of Home Remodeling Jobs: 2- 1yr (Household)	Home Improvements
2837	MMO2765ZC	Property/Garden Maintenance- \$100-\$500- 1yr (Household)	Home Improvements
2838	MMO8453ZC	Property/Garden Maintenance- \$500+- 1yr (Household)	Home Improvements
2839	MMO2755ZC	Remodel Any Climate Control Appliance- 1yr (Household)	Home Improvements
2840	MMO2756ZC	Remodel Any Paint/Stain/Seal- 4+ Gallons- 1yr (Adult)	Home Improvements
2841	MMO2757ZC	Remodel Indoor Light Fixtures- 1yr (Household)	Home Improvements
2842	MMO2758ZC	Remodel Kitchen/Bathroom Faucets- 1yr (Household)	Home Improvements
2843	MMO2759ZC	Remodel Other Bathroom/Kitchen Plumbing- 1yr (Household)	Home Improvements
2844	MMO2760ZC	Remodel Outdoor Light Fixtures- 1yr (Household)	Home Improvements
2845	MM61715ZC	Use Any Environmentally Friendly/Green Products for Home Improvements- 1yr (Household)	Home Improvements
2846	MMO2768ZC	Use Any Housekeeping Service- 1yr (Household)	Home Improvements
2847	MM61720ZC	Use Carpet/Run Cleaners- 6 mo (Household)	Home Improvements
2848	MMO2770ZC	Use Maid/Housekeeper- 1yr (Household)	Home Improvements
2849	MMO2772ZC	Use Oven Cleaners- 6mo (Household)	Home Improvements
2850	MM61721ZC	Use Professional Exterminator- Orkin (Household)	Home Improvements
2851	MM61722ZC	Use Professional Exterminator- Other (Household)	Home Improvements
2852	MM61723ZC	Use Professional Exterminator- Terminix (Household)	Home Improvements
2853	MMO2773ZC	Use Professional Carpet Cleaning Service- 1yr (Household)	Home Improvements
2854	MMO2774ZC	Use Professional Exterminator- 1yr (Household)	Home Improvements
2855	MMO2774ZD	Use Professional Exterminator- 1yr (Household): Demand Potential (Times/1yr)	Home Improvements
2856	MMO2778ZC	Use Professional Housecleaning Service- 1yr (Household)	Home Improvements
2857	MMO2779ZC	Use Property/Garden Maintenance Svc- 1yr (Household)	Home Improvements
2858	MMO2780ZC	Use Rubber Gloves- 6mo (Household)	Home Improvements
2859	MMO2781ZC	Use Spray Starch- 6mo (Household)	Home Improvements
2860	MM61724ZC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (Adult)	Magazines & Newspapers
2861	MM61725ZC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (Adult)	Magazines & Newspapers
2862	MM61727ZC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (Adult)	Magazines & Newspapers
2863	MMO4453ZC	Read AARP- The Magazine (Adult)	Magazines & Newspapers
2864	MMO6100ZC	Read AARP- The Magazine- Last Issue (Adult)	Magazines & Newspapers
2865	MM50456ZC	Read All You- Last Issue (Adult)	Magazines & Newspapers
2866	MM50455ZC	Read All You Magazine (Adult)	Magazines & Newspapers
2867	MMO2783ZC	Read Allure (Adult)	Magazines & Newspapers
2868	MMO6105ZC	Read Allure- Last Issue (Adult)	Magazines & Newspapers
2869	MMO2784ZC	Read American Baby (Adult)	Magazines & Newspapers
2870	MMO6110ZC	Read American Baby- Last Issue (Adult)	Magazines & Newspapers
2871	MMO6890ZC	Read American Hunter (Adult)	Magazines & Newspapers
2872	MMO6895ZC	Read American Hunter- Last Issue (Adult)	Magazines & Newspapers
2873	MMO6900ZC	Read American Legion Magazine (Adult)	Magazines & Newspapers
2874	MMO6905ZC	Read American Legion Magazine- Last Issue (Adult)	Magazines & Newspapers
2875	MM50454ZC	Read Any Magazine- 6mo (Adult)	Magazines & Newspapers
2876	MM42005ZC	Read Any Spanish Language Magazine- 6mo (Adult)	Magazines & Newspapers
2877	MMO2786ZC	Read Architectural Digest (Adult)	Magazines & Newspapers
2878	MMO6125ZC	Read Architectural Digest- Last Issue (Adult)	Magazines & Newspapers
2879	MMO6910ZC	Read Audubon Magazine (Adult)	Magazines & Newspapers
2880	MMO2788ZC	Read Automobile Magazine (Adult)	Magazines & Newspapers
2881	MMO6135ZC	Read Automobile Magazine- Last Issue (Adult)	Magazines & Newspapers
2882	MMO6930ZC	Read Backpacker (Adult)	Magazines & Newspapers
2883	MMO2790ZC	Read Barron's (Adult)	Magazines & Newspapers
2884	MMO2791ZC	Read Bassmaster (Adult)	Magazines & Newspapers
2885	MMO6150ZC	Read Bassmaster- Last Issue (Adult)	Magazines & Newspapers
2886	MMO2792ZC	Read Better Homes & Gardens (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2887	MMO6155ZC	Read Better Homes & Gardens- Last Issue (Adult)	Magazines & Newspapers
2888	MMO2793ZC	Read Bicycling (Adult)	Magazines & Newspapers
2889	MM50458ZC	Read Birds & Blooms- Last Issue (Adult)	Magazines & Newspapers
2890	MM50457ZC	Read Birds & Blooms Magazine (Adult)	Magazines & Newspapers
2891	MMO2794ZC	Read Black Enterprise (Adult)	Magazines & Newspapers
2892	MMO6165ZC	Read Black Enterprise- Last Issue (Adult)	Magazines & Newspapers
2893	MMO2795ZC	Read Boating (Adult)	Magazines & Newspapers
2894	MMO2796ZC	Read Bon Appetit (Adult)	Magazines & Newspapers
2895	MMO6175ZC	Read Bon Appetit- Last Issue (Adult)	Magazines & Newspapers
2896	MMO2797ZC	Read Brides (Adult)	Magazines & Newspapers
2897	MMO6180ZC	Read Brides- Last Issue (Adult)	Magazines & Newspapers
2898	MMO2800ZC	Read Car & Driver (Adult)	Magazines & Newspapers
2899	MMO6190ZC	Read Car & Driver- Last Issue (Adult)	Magazines & Newspapers
2900	MMO2801ZC	Read Car Craft (Adult)	Magazines & Newspapers
2901	MMO2802ZC	Read Catholic Digest (Adult)	Magazines & Newspapers
2902	MM50182ZC	Read Chicago Tribune- Sunday (Adult)	Magazines & Newspapers
2903	MMO6205ZC	Read Chicago Tribune- Sunday- Last Issue (Adult)	Magazines & Newspapers
2904	MMO4455ZC	Read Cigar Aficionado (Adult)	Magazines & Newspapers
2905	MMO2804ZC	Read Coastal Living (Adult)	Magazines & Newspapers
2906	MMO6215ZC	Read Coastal Living- Last Issue (Adult)	Magazines & Newspapers
2907	MM50724ZC	Read Conde Nast Traveler (Adult)	Magazines & Newspapers
2908	MM50725ZC	Read Conde Nast Traveler- Last Issue (Adult)	Magazines & Newspapers
2909	MMO2807ZC	Read Consumer Reports (Adult)	Magazines & Newspapers
2910	MMO6230ZC	Read Consumer Reports- Last Issue (Adult)	Magazines & Newspapers
2911	MMO2808ZC	Read Cooking Light (Adult)	Magazines & Newspapers
2912	MMO6235ZC	Read Cooking Light- Last Issue (Adult)	Magazines & Newspapers
2913	MMO2809ZC	Read Cosmopolitan (Adult)	Magazines & Newspapers
2914	MMO6245ZC	Read Cosmopolitan- Last Issue (Adult)	Magazines & Newspapers
2915	MMO2811ZC	Read Country Living (Adult)	Magazines & Newspapers
2916	MMO6255ZC	Read Country Living- Last Issue (Adult)	Magazines & Newspapers
2917	MMO2812ZC	Read Cycle World (Adult)	Magazines & Newspapers
2918	MM50462ZC	Read Delta Sky- Last Issue (Adult)	Magazines & Newspapers
2919	MM50461ZC	Read Delta Sky Magazine (Adult)	Magazines & Newspapers
2920	MMO8045ZC	Read Details (Adult)	Magazines & Newspapers
2921	MM50463ZC	Read Diabetes Self-Management (Adult)	Magazines & Newspapers
2922	MM50464ZC	Read Diabetes Self-Management- Last Issue (Adult)	Magazines & Newspapers
2923	MMO6940ZC	Read Dirt Rider Magazine (Adult)	Magazines & Newspapers
2924	MMO2815ZC	Read Discover (Adult)	Magazines & Newspapers
2925	MMO6270ZC	Read Discover- Last Issue (Adult)	Magazines & Newspapers
2926	MM42629ZC	Read Dwell (Adult)	Magazines & Newspapers
2927	MM50467ZC	Read EatingWell (Adult)	Magazines & Newspapers
2928	MM50468ZC	Read EatingWell- Last Issue (Adult)	Magazines & Newspapers
2929	MMO2816ZC	Read Ebony (Adult)	Magazines & Newspapers
2930	MMO6275ZC	Read Ebony- Last Issue (Adult)	Magazines & Newspapers
2931	MMO2817ZC	Read Elle (Adult)	Magazines & Newspapers
2932	MMO2818ZC	Read Elle Decor (Adult)	Magazines & Newspapers
2933	MMO6280ZC	Read Elle- Last Issue (Adult)	Magazines & Newspapers
2934	MMO2819ZC	Read Entertainment Weekly (Adult)	Magazines & Newspapers
2935	MMO6290ZC	Read Entertainment Weekly- Last Issue (Adult)	Magazines & Newspapers
2936	MMO2820ZC	Read Entrepreneur (Adult)	Magazines & Newspapers
2937	MMO6295ZC	Read Entrepreneur- Last Issue (Adult)	Magazines & Newspapers
2938	MMO2821ZC	Read ESPN The Magazine (Adult)	Magazines & Newspapers
2939	MMO6300ZC	Read ESPN The Magazine- Last Issue (Adult)	Magazines & Newspapers
2940	MMO2822ZC	Read Esquire (Adult)	Magazines & Newspapers
2941	MMO6305ZC	Read Esquire- Last Issue (Adult)	Magazines & Newspapers
2942	MMO2823ZC	Read Essence (Adult)	Magazines & Newspapers
2943	MMO6310ZC	Read Essence- Last Issue (Adult)	Magazines & Newspapers
2944	MM41895ZC	Read Every Day with Rachel Ray (Adult)	Magazines & Newspapers
2945	MM41896ZC	Read Every Day with Rachel Ray- Last Issue (Adult)	Magazines & Newspapers
2946	MMO2824ZC	Read Family Circle (Adult)	Magazines & Newspapers
2947	MMO6315ZC	Read Family Circle- Last Issue (Adult)	Magazines & Newspapers
2948	MMO2825ZC	Read Family Fun (Adult)	Magazines & Newspapers
2949	MMO6320ZC	Read Family Fun- Last Issue (Adult)	Magazines & Newspapers
2950	MMO2826ZC	Read Family Handyman (Adult)	Magazines & Newspapers
2951	MMO6325ZC	Read Family Handyman- Last Issue (Adult)	Magazines & Newspapers
2952	MMO2828ZC	Read Field & Stream (Adult)	Magazines & Newspapers
2953	MMO6330ZC	Read Field & Stream- Last Issue (Adult)	Magazines & Newspapers
2954	MMO6960ZC	Read Fit Pregnancy Magazine (Adult)	Magazines & Newspapers
2955	MMO2830ZC	Read Fitness (Adult)	Magazines & Newspapers
2956	MMO6340ZC	Read Fitness- Last Issue (Adult)	Magazines & Newspapers
2957	MMO2831ZC	Read Food & Wine (Adult)	Magazines & Newspapers
2958	MMO6345ZC	Read Food & Wine- Last Issue (Adult)	Magazines & Newspapers
2959	MM50726ZC	Read Food Network Magazine (Adult)	Magazines & Newspapers
2960	MM50727ZC	Read Food Network Magazine- Last Issue (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2961	MMO2832ZC	Read Forbes (Adult)	Magazines & Newspapers
2962	MMO6350ZC	Read Forbes- Last Issue (Adult)	Magazines & Newspapers
2963	MMO2833ZC	Read Fortune (Adult)	Magazines & Newspapers
2964	MMO6355ZC	Read Fortune- Last Issue (Adult)	Magazines & Newspapers
2965	MMO6970ZC	Read Four Wheeler Magazine (Adult)	Magazines & Newspapers
2966	MMO6980ZC	Read Game & Fish Magazine (Adult)	Magazines & Newspapers
2967	MMO6985ZC	Read Game & Fish/Sportsman- Last Issue (Adult)	Magazines & Newspapers
2968	MMO2834ZC	Read Glamour (Adult)	Magazines & Newspapers
2969	MMO6365ZC	Read Glamour- Last Issue (Adult)	Magazines & Newspapers
2970	MMO2835ZC	Read Golf Digest (Adult)	Magazines & Newspapers
2971	MMO6370ZC	Read Golf Digest- Last Issue (Adult)	Magazines & Newspapers
2972	MMO2836ZC	Read Golf Magazine (Adult)	Magazines & Newspapers
2973	MMO6375ZC	Read Golf Magazine- Last Issue (Adult)	Magazines & Newspapers
2974	MMO2837ZC	Read Good Housekeeping (Adult)	Magazines & Newspapers
2975	MMO6380ZC	Read Good Housekeeping- Last Issue (Adult)	Magazines & Newspapers
2976	MMO2839ZC	Read GQ (Adult)	Magazines & Newspapers
2977	MMO6390ZC	Read GQ- Last Issue (Adult)	Magazines & Newspapers
2978	MMO2840ZC	Read Guns & Ammo (Adult)	Magazines & Newspapers
2979	MMO6395ZC	Read Guns & Ammo- Last Issue (Adult)	Magazines & Newspapers
2980	MMO2842ZC	Read Harper's Bazaar (Adult)	Magazines & Newspapers
2981	MMO6405ZC	Read Harper's Bazaar- Last Issue (Adult)	Magazines & Newspapers
2982	MMO2843ZC	Read Health (Adult)	Magazines & Newspapers
2983	MMO6410ZC	Read Health- Last Issue (Adult)	Magazines & Newspapers
2984	MMO2845ZC	Read Hot Rod (Adult)	Magazines & Newspapers
2985	MMO6420ZC	Read Hot Rod- Last Issue (Adult)	Magazines & Newspapers
2986	MMO2847ZC	Read House Beautiful (Adult)	Magazines & Newspapers
2987	MMO6430ZC	Read House Beautiful- Last Issue (Adult)	Magazines & Newspapers
2988	MMO2848ZC	Read Hunting (Adult)	Magazines & Newspapers
2989	MMO6435ZC	Read Hunting- Last Issue (Adult)	Magazines & Newspapers
2990	MMO2849ZC	Read In Style (Adult)	Magazines & Newspapers
2991	MMO6440ZC	Read In Style- Last Issue (Adult)	Magazines & Newspapers
2992	MMO2850ZC	Read Inc. (Adult)	Magazines & Newspapers
2993	MMO2853ZC	Read Kiplinger's Personal Finance (Adult)	Magazines & Newspapers
2994	MMO6990ZC	Read Latina (Adult)	Magazines & Newspapers
2995	MM41962ZC	Read Life & Style Weekly (Adult)	Magazines & Newspapers
2996	MM41963ZC	Read Life & Style Weekly- Last Issue (Adult)	Magazines & Newspapers
2997	MM50183ZC	Read Los Angeles Times- Sunday (Adult)	Magazines & Newspapers
2998	MMO2857ZC	Read Marie Claire (Adult)	Magazines & Newspapers
2999	MMO6480ZC	Read Marie Claire- Last Issue (Adult)	Magazines & Newspapers
3000	MMO2858ZC	Read Martha Stewart Living (Adult)	Magazines & Newspapers
3001	MMO6485ZC	Read Martha Stewart Living- Last Issue (Adult)	Magazines & Newspapers
3002	MMO2859ZC	Read Maxim (Adult)	Magazines & Newspapers
3003	MMO6490ZC	Read Maxim- Last Issue (Adult)	Magazines & Newspapers
3004	MMO2860ZC	Read Men's Fitness (Adult)	Magazines & Newspapers
3005	MMO6495ZC	Read Men's Fitness- Last Issue (Adult)	Magazines & Newspapers
3006	MMO2861ZC	Read Men's Health (Adult)	Magazines & Newspapers
3007	MMO6500ZC	Read Men's Health- Last Issue (Adult)	Magazines & Newspapers
3008	MMO2865ZC	Read Money (Adult)	Magazines & Newspapers
3009	MMO6520ZC	Read Money- Last Issue (Adult)	Magazines & Newspapers
3010	MM41965ZC	Read More (Adult)	Magazines & Newspapers
3011	MMO2866ZC	Read Motor Trend (Adult)	Magazines & Newspapers
3012	MMO6525ZC	Read Motor Trend- Last Issue (Adult)	Magazines & Newspapers
3013	MMO2867ZC	Read Motorcyclist (Adult)	Magazines & Newspapers
3014	MMO2868ZC	Read Muscle & Fitness (Adult)	Magazines & Newspapers
3015	MMO6535ZC	Read Muscle & Fitness- Last Issue (Adult)	Magazines & Newspapers
3016	MMO2869ZC	Read National Enquirer (Adult)	Magazines & Newspapers
3017	MMO6540ZC	Read National Enquirer- Last Issue (Adult)	Magazines & Newspapers
3018	MMO2870ZC	Read National Geographic (Adult)	Magazines & Newspapers
3019	MM42630ZC	Read National Geographic Kids (Adult)	Magazines & Newspapers
3020	MM42648ZC	Read National Geographic Kids- Last Issue (Adult)	Magazines & Newspapers
3021	MMO6545ZC	Read National Geographic- Last Issue (Adult)	Magazines & Newspapers
3022	MMO2871ZC	Read National Geographic Traveler (Adult)	Magazines & Newspapers
3023	MMO6550ZC	Read National Geographic Traveler- Last Issue (Adult)	Magazines & Newspapers
3024	MMO2872ZC	Read New York Magazine (Adult)	Magazines & Newspapers
3025	MMO6555ZC	Read New York Magazine- Last Issue (Adult)	Magazines & Newspapers
3026	MM50184ZC	Read New York Times- Daily (Adult)	Magazines & Newspapers
3027	MMO6560ZC	Read New York Times- Daily- Last Issue (Adult)	Magazines & Newspapers
3028	MM50185ZC	Read New York Times- Sunday (Adult)	Magazines & Newspapers
3029	MM50728ZC	Read New York Times- Sunday- Last Issue (Adult)	Magazines & Newspapers
3030	MMO2877ZC	Read O- The Oprah Magazine (Adult)	Magazines & Newspapers
3031	MMO6580ZC	Read O- The Oprah Magazine- Last Issue (Adult)	Magazines & Newspapers
3032	MM41983ZC	Read OK! Weekly (Adult)	Magazines & Newspapers
3033	MM41984ZC	Read OK! Weekly- Last Issue (Adult)	Magazines & Newspapers
3034	MMO2878ZC	Read Outdoor Life (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3035	MMO6585ZC	Read Outdoor Life- Last Issue (Adult)	Magazines & Newspapers
3036	MMO2879ZC	Read Outside (Adult)	Magazines & Newspapers
3037	MM50186ZC	Read Parade Carrier Newspaper (Adult)	Magazines & Newspapers
3038	MMO6595ZC	Read Parade- Last Issue (Adult)	Magazines & Newspapers
3039	MMO2882ZC	Read Parents Magazine (Adult)	Magazines & Newspapers
3040	MMO6075ZC	Read Parents Magazine- Last Issue (Adult)	Magazines & Newspapers
3041	MMO2886ZC	Read People (Adult)	Magazines & Newspapers
3042	MMO7010ZC	Read People en Espanol (Adult)	Magazines & Newspapers
3043	MMO7015ZC	Read People en Espanol- Last Issue (Adult)	Magazines & Newspapers
3044	MMO6620ZC	Read People- Last Issue (Adult)	Magazines & Newspapers
3045	MMO2888ZC	Read Playboy (Adult)	Magazines & Newspapers
3046	MMO6625ZC	Read Playboy- Last Issue (Adult)	Magazines & Newspapers
3047	MMO2890ZC	Read Popular Mechanics (Adult)	Magazines & Newspapers
3048	MMO6635ZC	Read Popular Mechanics- Last Issue (Adult)	Magazines & Newspapers
3049	MM50471ZC	Read Popular Photography (Adult)	Magazines & Newspapers
3050	MMO2892ZC	Read Popular Science (Adult)	Magazines & Newspapers
3051	MMO6080ZC	Read Popular Science- Last Issue (Adult)	Magazines & Newspapers
3052	MMO2894ZC	Read Prevention (Adult)	Magazines & Newspapers
3053	MMO6645ZC	Read Prevention- Last Issue (Adult)	Magazines & Newspapers
3054	MMO7020ZC	Read Psychology Magazine (Adult)	Magazines & Newspapers
3055	MMO7025ZC	Read Psychology Magazine- Last Issue (Adult)	Magazines & Newspapers
3056	MMO2895ZC	Read Reader's Digest (Adult)	Magazines & Newspapers
3057	MMO6650ZC	Read Reader's Digest- Last Issue (Adult)	Magazines & Newspapers
3058	MMO2896ZC	Read Redbook (Adult)	Magazines & Newspapers
3059	MMO6655ZC	Read Redbook- Last Issue (Adult)	Magazines & Newspapers
3060	MMO2897ZC	Read Road & Track (Adult)	Magazines & Newspapers
3061	MMO6660ZC	Read Road & Track- Last Issue (Adult)	Magazines & Newspapers
3062	MMO2898ZC	Read Rolling Stone (Adult)	Magazines & Newspapers
3063	MMO6665ZC	Read Rolling Stone- Last Issue (Adult)	Magazines & Newspapers
3064	MMO2899ZC	Read Runner's World (Adult)	Magazines & Newspapers
3065	MMO6670ZC	Read Runner's World- Last Issue (Adult)	Magazines & Newspapers
3066	MMO2901ZC	Read Scientific American (Adult)	Magazines & Newspapers
3067	MMO6680ZC	Read Scientific American- Last Issue (Adult)	Magazines & Newspapers
3068	MMO2902ZC	Read Self (Adult)	Magazines & Newspapers
3069	MMO6685ZC	Read Self- Last Issue (Adult)	Magazines & Newspapers
3070	MMO7060ZC	Read Ser Padres Magazine (Adult)	Magazines & Newspapers
3071	MMO2903ZC	Read Seventeen (Adult)	Magazines & Newspapers
3072	MMO6690ZC	Read Seventeen- Last Issue (Adult)	Magazines & Newspapers
3073	MMO2904ZC	Read Shape (Adult)	Magazines & Newspapers
3074	MMO6695ZC	Read Shape- Last Issue (Adult)	Magazines & Newspapers
3075	MM50729ZC	Read Siempre Mujer (Adult)	Magazines & Newspapers
3076	MMO2905ZC	Read Ski (Adult)	Magazines & Newspapers
3077	MMO2908ZC	Read Smithsonian (Adult)	Magazines & Newspapers
3078	MMO6715ZC	Read Smithsonian- Last Issue (Adult)	Magazines & Newspapers
3079	MMO2909ZC	Read Soap Opera Digest (Adult)	Magazines & Newspapers
3080	MMO6720ZC	Read Soap Opera Digest- Last Issue (Adult)	Magazines & Newspapers
3081	MMO2911ZC	Read Southern Living (Adult)	Magazines & Newspapers
3082	MMO6730ZC	Read Southern Living- Last Issue (Adult)	Magazines & Newspapers
3083	MMO2915ZC	Read Sports Illustrated (Adult)	Magazines & Newspapers
3084	MMO6750ZC	Read Sports Illustrated- Last Issue (Adult)	Magazines & Newspapers
3085	MMO2916ZC	Read Star (Adult)	Magazines & Newspapers
3086	MMO6755ZC	Read Star- Last Issue (Adult)	Magazines & Newspapers
3087	MMO2919ZC	Read Sunset (Adult)	Magazines & Newspapers
3088	MMO6765ZC	Read Sunset- Last Issue (Adult)	Magazines & Newspapers
3089	MMO2921ZC	Read Tennis (Adult)	Magazines & Newspapers
3090	MM42006ZC	Read The Atlantic (Adult)	Magazines & Newspapers
3091	MM50459ZC	Read The Costco Connection (Adult)	Magazines & Newspapers
3092	MM50460ZC	Read The Costco Connection- Last Issue (Adult)	Magazines & Newspapers
3093	MMO2949ZC	Read The Economist (Adult)	Magazines & Newspapers
3094	MMO6885ZC	Read The Economist- Last Issue (Adult)	Magazines & Newspapers
3095	MMO2923ZC	Read The New Yorker (Adult)	Magazines & Newspapers
3096	MMO6775ZC	Read The New Yorker- Last Issue (Adult)	Magazines & Newspapers
3097	MMO2925ZC	Read This Old House (Adult)	Magazines & Newspapers
3098	MMO6780ZC	Read This Old House- Last Issue (Adult)	Magazines & Newspapers
3099	MMO2926ZC	Read Time (Adult)	Magazines & Newspapers
3100	MMO6785ZC	Read Time- Last Issue (Adult)	Magazines & Newspapers
3101	MMO2927ZC	Read Town & Country (Adult)	Magazines & Newspapers
3102	MMO6790ZC	Read Town & Country- Last Issue (Adult)	Magazines & Newspapers
3103	MMO2928ZC	Read Traditional Home (Adult)	Magazines & Newspapers
3104	MMO6795ZC	Read Traditional Home- Last Issue (Adult)	Magazines & Newspapers
3105	MMO2929ZC	Read Travel & Leisure (Adult)	Magazines & Newspapers
3106	MMO6800ZC	Read Travel & Leisure- Last Issue (Adult)	Magazines & Newspapers
3107	MM50187ZC	Read Tribune (8) Daily (Adult)	Magazines & Newspapers
3108	MM42009ZC	Read Tribune (8) Daily- Last Issue (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3109	MM50188ZC	Read Tribune (8) Sunday (Adult)	Magazines & Newspapers
3110	MM42011ZC	Read Tribune (8) Weekly- Last Issue (Adult)	Magazines & Newspapers
3111	MM50731ZC	Read United Hemispheres (Adult)	Magazines & Newspapers
3112	MM50732ZC	Read United Hemispheres- Last Issue (Adult)	Magazines & Newspapers
3113	MM50733ZC	Read USA Hockey (Adult)	Magazines & Newspapers
3114	MM50189ZC	Read USA Today (Adult)	Magazines & Newspapers
3115	MM06810ZC	Read USA Today- Daily- Last Issue (Adult)	Magazines & Newspapers
3116	MM02935ZC	Read Vanity Fair (Adult)	Magazines & Newspapers
3117	MM06820ZC	Read Vanity Fair- Last Issue (Adult)	Magazines & Newspapers
3118	MM04458ZC	Read Veranda (Adult)	Magazines & Newspapers
3119	MM07070ZC	Read VFW Magazine (Adult)	Magazines & Newspapers
3120	MM07075ZC	Read VFW Magazine- Last Issue (Adult)	Magazines & Newspapers
3121	MM02937ZC	Read Vogue (Adult)	Magazines & Newspapers
3122	MM06835ZC	Read Vogue- Last Issue (Adult)	Magazines & Newspapers
3123	MM07080ZC	Read W Magazine (Adult)	Magazines & Newspapers
3124	MM50190ZC	Read Wall Street Journal (Adult)	Magazines & Newspapers
3125	MM06840ZC	Read Wall Street Journal- Daily- Last Issue (Adult)	Magazines & Newspapers
3126	MM50191ZC	Read Washington Post Sunday (Adult)	Magazines & Newspapers
3127	MM06845ZC	Read Washington Post- Sunday- Last Issue (Adult)	Magazines & Newspapers
3128	MM50192ZC	Read WebMD Magazine (Adult)	Magazines & Newspapers
3129	MM50193ZC	Read WebMD Magazine- Last Issue (Adult)	Magazines & Newspapers
3130	MM04459ZC	Read Wine Spectator (Adult)	Magazines & Newspapers
3131	MM06850ZC	Read Wine Spectator- Last Issue (Adult)	Magazines & Newspapers
3132	MM04460ZC	Read Wired (Adult)	Magazines & Newspapers
3133	MM06855ZC	Read Wired- Last Issue (Adult)	Magazines & Newspapers
3134	MM02940ZC	Read Woman's Day (Adult)	Magazines & Newspapers
3135	MM06860ZC	Read Woman's Day- Last Issue (Adult)	Magazines & Newspapers
3136	MM02941ZC	Read Woman's World (Adult)	Magazines & Newspapers
3137	MM06865ZC	Read Woman's World- Last Issue (Adult)	Magazines & Newspapers
3138	MM42631ZC	Read Women's Health (Adult)	Magazines & Newspapers
3139	MM42649ZC	Read Women's Health- Last Issue (Adult)	Magazines & Newspapers
3140	MM02944ZC	Read Yachting (Adult)	Magazines & Newspapers
3141	MM42632ZC	Read Yoga Journal (Adult)	Magazines & Newspapers
3142	MM42650ZC	Read Yoga Journal- Last Issue (Adult)	Magazines & Newspapers
3143	MM42651ZC	Read Weekday Newspaper- Advertisements Section (Adult)	Magazines & Newspapers
3144	MM42633ZC	Read Weekday Newspaper- Business/Finance Section (Adult)	Magazines & Newspapers
3145	MM42634ZC	Read Weekday Newspaper- Circulars/Inserts/Fliers Section (Adult)	Magazines & Newspapers
3146	MM42635ZC	Read Weekday Newspaper- Classified Advertising Section (Adult)	Magazines & Newspapers
3147	MM42636ZC	Read Weekday Newspaper- Comics Section (Adult)	Magazines & Newspapers
3148	MM42637ZC	Read Weekday Newspaper- Editorial Section (Adult)	Magazines & Newspapers
3149	MM42652ZC	Read Weekday Newspaper- Entertainment/Lifestyle Section (Adult)	Magazines & Newspapers
3150	MM42638ZC	Read Weekday Newspaper- Fashion Section (Adult)	Magazines & Newspapers
3151	MM05545ZC	Read Weekday Newspaper- Food/Cooking Section (Adult)	Magazines & Newspapers
3152	MM61728ZC	Read Weekday Newspaper- Health Section (Adult)	Magazines & Newspapers
3153	MM42639ZC	Read Weekday Newspaper- Home/Home Design/Furnishings/Garden Section (Adult)	Magazines & Newspapers
3154	MM42653ZC	Read Weekday Newspaper- International/National News Section (Adult)	Magazines & Newspapers
3155	MM42654ZC	Read Weekday Newspaper- Local News Section (Adult)	Magazines & Newspapers
3156	MM42655ZC	Read Weekday Newspaper- Main News/Front Page Section (Adult)	Magazines & Newspapers
3157	MM42640ZC	Read Weekday Newspaper- Movie Listings/Reviews Section (Adult)	Magazines & Newspapers
3158	MM42641ZC	Read Weekday Newspaper- Science/Technology Section (Adult)	Magazines & Newspapers
3159	MM42642ZC	Read Weekday Newspaper- Sports Section (Adult)	Magazines & Newspapers
3160	MM42643ZC	Read Weekday Newspaper- Travel Section (Adult)	Magazines & Newspapers
3161	MM42656ZC	Read Weekday Newspaper- TV Listings Section (Adult)	Magazines & Newspapers
3162	MM50473ZC	Read Weekday Newspaper- Weather Section (Adult)	Magazines & Newspapers
3163	MM05670ZC	Read Weekend Newspaper- Advertisements Section (Adult)	Magazines & Newspapers
3164	MM05610ZC	Read Weekend Newspaper- Business/Finance Section (Adult)	Magazines & Newspapers
3165	MM05675ZC	Read Weekend Newspaper- Circulars/Inserts/Flyer Section (Adult)	Magazines & Newspapers
3166	MM05615ZC	Read Weekend Newspaper- Classified Section (Adult)	Magazines & Newspapers
3167	MM05590ZC	Read Weekend Newspaper- Comics Section (Adult)	Magazines & Newspapers
3168	MM05620ZC	Read Weekend Newspaper- Editorial Section (Adult)	Magazines & Newspapers
3169	MM05625ZC	Read Weekend Newspaper- Entertainment/Lifestyle Section (Adult)	Magazines & Newspapers
3170	MM05630ZC	Read Weekend Newspaper- Fashion Section (Adult)	Magazines & Newspapers
3171	MM05635ZC	Read Weekend Newspaper- Food/Cooking Section (Adult)	Magazines & Newspapers
3172	MM61729ZC	Read Weekend Newspaper- Health Section (Adult)	Magazines & Newspapers
3173	MM05640ZC	Read Weekend Newspaper- Home Design/Gardening Section (Adult)	Magazines & Newspapers
3174	MM05600ZC	Read Weekend Newspaper- International/National News Section (Adult)	Magazines & Newspapers
3175	MM05605ZC	Read Weekend Newspaper- Local News Section (Adult)	Magazines & Newspapers
3176	MM05595ZC	Read Weekend Newspaper- Main News/Front Page Section (Adult)	Magazines & Newspapers
3177	MM05645ZC	Read Weekend Newspaper- Movie Listings/Reviews Section (Adult)	Magazines & Newspapers
3178	MM05650ZC	Read Weekend Newspaper- Science/Technology Section (Adult)	Magazines & Newspapers
3179	MM05655ZC	Read Weekend Newspaper- Sports Section (Adult)	Magazines & Newspapers
3180	MM05660ZC	Read Weekend Newspaper- Travel Section (Adult)	Magazines & Newspapers
3181	MM05665ZC	Read Weekend Newspaper- TV Listings Section (Adult)	Magazines & Newspapers
3182	MM51000ZC	Read Weekend Newspaper- Weather Section (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3183	MM61734ZC	Weekday Newspaper Advertising: Not at All Useful (Adult)	Magazines & Newspapers
3184	MM61735ZC	Weekday Newspaper Advertising: Somewhat Useful (Adult)	Magazines & Newspapers
3185	MM61736ZC	Weekday Newspaper Advertising: Very Useful (Adult)	Magazines & Newspapers
3186	MM61737ZC	Weekend Newspaper Advertising: Not at All Useful (Adult)	Magazines & Newspapers
3187	MM61738ZC	Weekend Newspaper Advertising: Somewhat Useful (Adult)	Magazines & Newspapers
3188	MM61739ZC	Weekend Newspaper Advertising: Very Useful (Adult)	Magazines & Newspapers
3189	MM50297ZC	Outdoor Quintile: I (Heavy) (Adult)	Print Media Usage
3190	MM50298ZC	Outdoor Quintile: II (Adult)	Print Media Usage
3191	MM50299ZC	Outdoor Quintile: III (Adult)	Print Media Usage
3192	MM50300ZC	Outdoor Quintile: IV (Adult)	Print Media Usage
3193	MM50301ZC	Outdoor Quintile: V (Light) (Adult)	Print Media Usage
3194	MM02963ZC	Magazine Quintile: I (Heavy) (Adult)	Print Media Usage
3195	MM02964ZC	Magazine Quintile: II (Adult)	Print Media Usage
3196	MM02965ZC	Magazine Quintile: III (Adult)	Print Media Usage
3197	MM02966ZC	Magazine Quintile: IV (Adult)	Print Media Usage
3198	MM02967ZC	Magazine Quintile: V (Light) (Adult)	Print Media Usage
3199	MM02962ZC	Read Magazines- Lower Half (Adult)	Print Media Usage
3200	MM02968ZC	Read Magazines- Upper Half (Adult)	Print Media Usage
3201	MM02984ZC	Newspaper Quintile: I (Heavy) (Adult)	Print Media Usage
3202	MM02985ZC	Newspaper Quintile: II (Adult)	Print Media Usage
3203	MM02986ZC	Newspaper Quintile: III (Adult)	Print Media Usage
3204	MM02987ZC	Newspaper Quintile: IV (Adult)	Print Media Usage
3205	MM02988ZC	Newspaper Quintile: V (Light) (Adult)	Print Media Usage
3206	MM02982ZC	Read Newspaper- Lower Half (Adult)	Print Media Usage
3207	MM02993ZC	Read Newspaper- Upper Half (Adult)	Print Media Usage
3208	MM50754ZC	Read Any Digital Reproduction of Magazine (Adult)	Print Media Usage
3209	MM50753ZC	Read Any Electronic Version of Magazine (Adult)	Print Media Usage
3210	MM50756ZC	Read Any Magazine App (showing a digital magazine) of Magazine (Adult)	Print Media Usage
3211	MM50751ZC	Read Any Magazine on a cell phone or other mobile device (Adult)	Print Media Usage
3212	MM50750ZC	Read Any Magazine on a laptop or desktop (Adult)	Print Media Usage
3213	MM50752ZC	Read Any Magazine on an e-reader or table (Adult)	Print Media Usage
3214	MM50755ZC	Read Any Magazine Website of Magazine (Adult)	Print Media Usage
3215	MM50749ZC	Read Any Newspaper (electronic edition)-1mo (Adult)	Print Media Usage
3216	MM02947ZC	Read Airline Magazines- Net Audience (Adult)	Print Media Usage
3217	MM61740ZC	Read American Rifleman (Adult)	Print Media Usage
3218	MM61741ZC	Read American Rifleman Last Issue (Adult)	Print Media Usage
3219	MM61742ZC	Read American Way (Adult)	Print Media Usage
3220	MM61743ZC	Read Arthritis Today (Adult)	Print Media Usage
3221	MM61744ZC	Read Arthritis Today Last Issue (Adult)	Print Media Usage
3222	MM02948ZC	Read Automotive Magazines- Net Audience (Adult)	Print Media Usage
3223	MM08135ZC	Read Babies Magazines- Net Audience (Adult)	Print Media Usage
3224	MM02950ZC	Read Boating Magazines- Net Audience (Adult)	Print Media Usage
3225	MM61745ZC	Read Bridal Guide (Adult)	Print Media Usage
3226	MM61746ZC	Read Bridal Guide Last Issue (Adult)	Print Media Usage
3227	MM02951ZC	Read Bridal Magazines- Net Audience (Adult)	Print Media Usage
3228	MM02952ZC	Read Business/Finance Magazines- Net Audience (Adult)	Print Media Usage
3229	MM02953ZC	Read Computer Magazines- Net Audience (Adult)	Print Media Usage
3230	MM61747ZC	Read Country Sampler (Adult)	Print Media Usage
3231	MM02954ZC	Read Daily Newspaper (Adult)	Print Media Usage
3232	MM61748ZC	Read Diabetes Forecast (Adult)	Print Media Usage
3233	MM61750ZC	Read Ducks Unlimited (Adult)	Print Media Usage
3234	MM61751ZC	Read Ducks Unlimited Last Issue (Adult)	Print Media Usage
3235	MM02955ZC	Read Epicurean Magazines- Net Audience (Adult)	Print Media Usage
3236	MM61752ZC	Read First For Women (Adult)	Print Media Usage
3237	MM61753ZC	Read First For Women Last Issue (Adult)	Print Media Usage
3238	MM02956ZC	Read Fishing/Hunting Magazines- Net Audience (Adult)	Print Media Usage
3239	MM61754ZC	Read Flying (Adult)	Print Media Usage
3240	MM02957ZC	Read Fraternal Magazines- Net Audience (Adult)	Print Media Usage
3241	MM61755ZC	Read Game Informer (Adult)	Print Media Usage
3242	MM61756ZC	Read Game Informer Last Issue (Adult)	Print Media Usage
3243	MM02959ZC	Read General Editorial Magazines- Net Audience (Adult)	Print Media Usage
3244	MM61758ZC	Read Guideposts (Adult)	Print Media Usage
3245	MM61759ZC	Read Guideposts Last Issue (Adult)	Print Media Usage
3246	MM02960ZC	Read Health Magazines- Net Audience (Adult)	Print Media Usage
3247	MM02961ZC	Read Home Services Magazines- Net Audience (Adult)	Print Media Usage
3248	MM61760ZC	Read In Touch (Adult)	Print Media Usage
3249	MM61761ZC	Read In-Fisherman (Adult)	Print Media Usage
3250	MM61762ZC	Read In-Fisherman Last Issue (Adult)	Print Media Usage
3251	MM02970ZC	Read Men's Magazines- Net Audience (Adult)	Print Media Usage
3252	MM61765ZC	Read Metro-Puck Carrier Newspapers Last Issue (Adult)	Print Media Usage
3253	MM61766ZC	Read Midwest Living (Adult)	Print Media Usage
3254	MM61767ZC	Read Midwest Living Last Issue (Adult)	Print Media Usage
3255	MM61768ZC	Read Mother Earth News (Adult)	Print Media Usage
3256	MM61769ZC	Read National Wildlife (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3257	MM61770ZC	Read National Wildlife Last Issue (Adult)	Print Media Usage
3258	MM02973ZC	Read News Weekly Magazines- Net Audience (Adult)	Print Media Usage
3259	MM02994ZC	Read Newspaper -Distributed Magazines- Net Audience (Adult)	Print Media Usage
3260	MM02996ZC	Read Parenthood Magazines- Net Audience (Adult)	Print Media Usage
3261	MM61771ZC	Read Real Simple (Adult)	Print Media Usage
3262	MM61772ZC	Read Real Simple Last Issue (Adult)	Print Media Usage
3263	MM61773ZC	Read Salt Water Sportsman (Adult)	Print Media Usage
3264	MM61774ZC	Read Scholastic Parent & Child (Adult)	Print Media Usage
3265	MM61775ZC	Read Scholastic Parent & Child Last Issue (Adult)	Print Media Usage
3266	MM02998ZC	Read Science/Tech Magazines- Net Audience (Adult)	Print Media Usage
3267	MM61776ZC	Read Sierra (Adult)	Print Media Usage
3268	MM02999ZC	Read Sports Magazines- Net Audience (Adult)	Print Media Usage
3269	MM61779ZC	Read Street Rodder (Adult)	Print Media Usage
3270	MM61780ZC	Read Sunday Mag/Net Carrier Newspapers Last Issue (Adult)	Print Media Usage
3271	MM03000ZC	Read Sunday Newspaper (Adult)	Print Media Usage
3272	MM61781ZC	Read Super Chevy (Adult)	Print Media Usage
3273	MM61782ZC	Read Teen Vogue (Adult)	Print Media Usage
3274	MM61783ZC	Read Teen Vogue Last Issue (Adult)	Print Media Usage
3275	MM61784ZC	Read Texas Monthly (Adult)	Print Media Usage
3276	MM61785ZC	Read Texas Monthly Last Issue (Adult)	Print Media Usage
3277	MM03001ZC	Read Travel Magazines- Net Audience (Adult)	Print Media Usage
3278	MM61786ZC	Read TV Guide (Adult)	Print Media Usage
3279	MM61787ZC	Read TV Guide Last Issue (Adult)	Print Media Usage
3280	MM61790ZC	Read Us Weekly (Adult)	Print Media Usage
3281	MM61791ZC	Read Us Weekly Last Issue (Adult)	Print Media Usage
3282	MM03002ZC	Read Video Games/PC & Console Magazines- Net Audience (Adult)	Print Media Usage
3283	MM03003ZC	Read Women's Fashion Magazines- Net Audience (Adult)	Print Media Usage
3284	MM03004ZC	Read Women's Magazines- Net Audience (Adult)	Print Media Usage
3285	MM61793ZC	Read Yankee (Adult)	Print Media Usage
3286	MM61795ZC	Read Daily Newspaper: 1 (Adult)	Print Media Usage
3287	MM61796ZC	Read Daily Newspaper: 2 or More (Adult)	Print Media Usage
3288	MM61797ZC	Read Sunday Newspaper: 1 (Adult)	Print Media Usage
3289	MM61798ZC	Read Sunday Newspaper: 2 or More (Adult)	Print Media Usage
3290	MM50474ZC	Saw Alternative Ads at bus stops or train stations- 1mo (Adult)	Print Media Usage
3291	MM50475ZC	Saw Alternative Ads at bus stops or train stations- 6mo (Adult)	Print Media Usage
3292	MM50476ZC	Saw Alternative Ads at sports or entertainment events- 1mo (Adult)	Print Media Usage
3293	MM50477ZC	Saw Alternative Ads at sports or entertainment events- 6mo (Adult)	Print Media Usage
3294	MM50480ZC	Saw Alternative Ads in stores (not video ads)- 1mo (Adult)	Print Media Usage
3295	MM50481ZC	Saw Alternative Ads in stores (not video ads)- 6mo (Adult)	Print Media Usage
3296	MM50482ZC	Saw Alternative Ads inside taxis- 1mo (Adult)	Print Media Usage
3297	MM50483ZC	Saw Alternative Ads inside taxis- 6mo (Adult)	Print Media Usage
3298	MM50484ZC	Saw Alternative Ads on Billboards - 1mo (Adult)	Print Media Usage
3299	MM50485ZC	Saw Alternative Ads on Billboards- 6mo (Adult)	Print Media Usage
3300	MM50486ZC	Saw Alternative Ads on buses/trains- 1mo (Adult)	Print Media Usage
3301	MM50487ZC	Saw Alternative Ads on buses/trains- 6mo (Adult)	Print Media Usage
3302	MM50489ZC	Saw Alternative Ads on phone booths- 6mo (Adult)	Print Media Usage
3303	MM50490ZC	Saw Alternative Ads on postcards- 1mo (Adult)	Print Media Usage
3304	MM50491ZC	Saw Alternative Ads on postcards- 6mo (Adult)	Print Media Usage
3305	MM61799ZC	Saw Alternative Ads on posters at movie theaters- 1mo (Adult)	Print Media Usage
3306	MM61800ZC	Saw Alternative Ads on posters at movie theaters- 6mo (Adult)	Print Media Usage
3307	MM50492ZC	Saw Alternative Ads on top of taxis- 1mo (Adult)	Print Media Usage
3308	MM50493ZC	Saw Alternative Ads on top of taxis- 6mo (Adult)	Print Media Usage
3309	MM50494ZC	Saw Alternative Ads sent to a cell phone or mobile device- 1mo (Adult)	Print Media Usage
3310	MM50495ZC	Saw Alternative Ads sent to a cell phone or mobile device- 6mo (Adult)	Print Media Usage
3311	MM61801ZC	Saw Alternative Ads shown on-screen before the start of a movie- 1mo (Adult)	Print Media Usage
3312	MM61802ZC	Saw Alternative Ads shown on-screen before the start of a movie- 6mo (Adult)	Print Media Usage
3313	MM61803ZC	Saw Alternative Product placement in movies- 1mo (Adult)	Print Media Usage
3314	MM61804ZC	Saw Alternative Product placement in movies- 6mo (Adult)	Print Media Usage
3315	MM61805ZC	Saw Alternative Product placement in TV shows- 1mo (Adult)	Print Media Usage
3316	MM61806ZC	Saw Alternative Product placement in TV shows- 6mo (Adult)	Print Media Usage
3317	MM61807ZC	Saw Alternative Product placement in video games- 1mo (Adult)	Print Media Usage
3318	MM61808ZC	Saw Alternative Product placement in video games- 6mo (Adult)	Print Media Usage
3319	MM61809ZC	Saw Digital/Video Ads at coffee shops, cafes or delis- 1mo (Adult)	Print Media Usage
3320	MM50500ZC	Saw Digital/Video Ads at gas stations- 1mo (Adult)	Print Media Usage
3321	MM50501ZC	Saw Digital/Video Ads at gas stations- 6mo (Adult)	Print Media Usage
3322	MM50502ZC	Saw Digital/Video Ads in airports- 1mo (Adult)	Print Media Usage
3323	MM50503ZC	Saw Digital/Video Ads in airports- 6mo (Adult)	Print Media Usage
3324	MM50504ZC	Saw Digital/Video Ads in bars/pubs- 6mo (Adult)	Print Media Usage
3325	MM50505ZC	Saw Digital/Video Ads in bars/pubs- 1mo (Adult)	Print Media Usage
3326	MM61810ZC	Saw Digital/Video Ads in coffee shops, cafes or delis- 6mo (Adult)	Print Media Usage
3327	MM61811ZC	Saw Digital/Video Ads in convenience stores- 1mo (Adult)	Print Media Usage
3328	MM61812ZC	Saw Digital/Video Ads in convenience stores- 6mo (Adult)	Print Media Usage
3329	MM61813ZC	Saw Digital/Video Ads in drug stores- 1mo (Adult)	Print Media Usage
3330	MM61814ZC	Saw Digital/Video Ads in drug stores- 6mo (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3331	MM61815ZC	Saw Digital/Video Ads in fast food or family restaurants- 1mo (Adult)	Print Media Usage
3332	MM61816ZC	Saw Digital/Video Ads in fast food or family restaurants- 6mo (Adult)	Print Media Usage
3333	MM61817ZC	Saw Digital/Video Ads in grocery stores- 1mo (Adult)	Print Media Usage
3334	MM61818ZC	Saw Digital/Video Ads in grocery stores- 6mo (Adult)	Print Media Usage
3335	MM50506ZC	Saw Digital/Video Ads in gym/health clubs- 1mo (Adult)	Print Media Usage
3336	MM50507ZC	Saw Digital/Video Ads in gym/health clubs- 6mo (Adult)	Print Media Usage
3337	MM61819ZC	Saw Digital/Video Ads in large discount/department stores- 1mo (Adult)	Print Media Usage
3338	MM61820ZC	Saw Digital/Video Ads in large discount/department stores- 6mo (Adult)	Print Media Usage
3339	MM50508ZC	Saw Digital/Video Ads in medical offices- 1mo (Adult)	Print Media Usage
3340	MM50509ZC	Saw Digital/Video Ads in medical offices- 6mo (Adult)	Print Media Usage
3341	MM61821ZC	Saw Digital/Video Ads in movie theater lobbies- 1mo (Adult)	Print Media Usage
3342	MM61822ZC	Saw Digital/Video Ads in movie theater lobbies- 6mo (Adult)	Print Media Usage
3343	MM50510ZC	Saw Digital/Video Ads in office building elevators- 1mo (Adult)	Print Media Usage
3344	MM50511ZC	Saw Digital/Video Ads in office building elevators- 6mo (Adult)	Print Media Usage
3345	MM61823ZC	Saw Digital/Video Ads in office building lobbies- 1mo (Adult)	Print Media Usage
3346	MM61824ZC	Saw Digital/Video Ads in office building lobbies- 6mo (Adult)	Print Media Usage
3347	MM61825ZC	Saw Digital/Video Ads in other stores- 1mo (Adult)	Print Media Usage
3348	MM61826ZC	Saw Digital/Video Ads in other stores- 6mo (Adult)	Print Media Usage
3349	MM50514ZC	Saw Digital/Video Ads in shopping malls- 1mo (Adult)	Print Media Usage
3350	MM50515ZC	Saw Digital/Video Ads in shopping malls- 6mo (Adult)	Print Media Usage
3351	MM61827ZC	Saw Digital/Video Ads in warehouse/club stores- 1mo (Adult)	Print Media Usage
3352	MM61828ZC	Saw Digital/Video Ads in warehouse/club stores- 6mo (Adult)	Print Media Usage
3353	MM50496ZC	Saw Infomercials- 1mo (Adult)	Print Media Usage
3354	MM50497ZC	Saw Infomercials- 6mo (Adult)	Print Media Usage
3355	MM50498ZC	Saw Offers or Ads sent to your home by mail - 1mo (Adult)	Print Media Usage
3356	MM50499ZC	Saw Offers or Ads sent to your home by mail- 6mo (Adult)	Print Media Usage
3357	MM61829ZC	Use Any Internet Yellow Pages- 1wk (Adult)	Print Media Usage
3358	MM61831ZC	Use Any Print Yellow Pages- 1wk (Adult)	Print Media Usage
3359	MM41421ZC	Use Paper Yellow Pages for Attorneys- 1yr (Adult)	Print Media Usage
3360	MM42080ZC	Use Paper Yellow Pages for Auto Dealers & Sales- 1yr (Adult)	Print Media Usage
3361	MM41374ZC	Use Paper Yellow Pages for Auto Parts & Supplies- 1yr (Adult)	Print Media Usage
3362	MM41376ZC	Use Paper Yellow Pages for Auto Repair & Services- 1yr (Adult)	Print Media Usage
3363	MM42658ZC	Use Paper Yellow Pages for Banking- Finance & Insurance- 1yr (Adult)	Print Media Usage
3364	MM41411ZC	Use Paper Yellow Pages for Beauty Salons- 1yr (Adult)	Print Media Usage
3365	MM61839ZC	Use Paper Yellow Pages for Carpet Cleaning- 1yr (Adult)	Print Media Usage
3366	MM41433ZC	Use Paper Yellow Pages for Department Stores- 1yr (Adult)	Print Media Usage
3367	MM42659ZC	Use Paper Yellow Pages for Doctors- Dentists and other Medical Services- 1yr (Adult)	Print Media Usage
3368	MM42660ZC	Use Paper Yellow Pages for Electronic Equipment- Supplies & Service- 1yr (Adult)	Print Media Usage
3369	MM41416ZC	Use Paper Yellow Pages for Florists- 1yr (Adult)	Print Media Usage
3370	MM61847ZC	Use Paper Yellow Pages for Home Appliance Repairs- 1yr (Adult)	Print Media Usage
3371	MM42661ZC	Use Paper Yellow Pages for Home Improvement & Repairs- 1yr (Adult)	Print Media Usage
3372	MM42664ZC	Use Paper Yellow Pages for Other- 1yr (Adult)	Print Media Usage
3373	MM41419ZC	Use Paper Yellow Pages for Pharmacies- 1yr (Adult)	Print Media Usage
3374	MM41389ZC	Use Paper Yellow Pages for Pizza- 1yr (Adult)	Print Media Usage
3375	MM42665ZC	Use Paper Yellow Pages for Plumbers & Electricians- 1yr (Adult)	Print Media Usage
3376	MM41378ZC	Use Paper Yellow Pages for Restaurants- 1yr (Adult)	Print Media Usage
3377	MM41390ZC	Use Paper Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Print Media Usage
3378	MM41379ZC	Use Paper Yellow Pages for Theaters- 1yr (Adult)	Print Media Usage
3379	MM41435ZC	Use Paper Yellow Pages-Any Reference (Net)- 1yr (Adult)	Print Media Usage
3380	MM61830ZC	Use Yellow Pages- 1yr (Adult)	Print Media Usage
3381	MM61832ZC	Use Yellow Pages for Attorneys- 1yr (Adult)	Print Media Usage
3382	MM61833ZC	Use Yellow Pages for Auto - Dealers & Sales- 1yr (Adult)	Print Media Usage
3383	MM61834ZC	Use Yellow Pages for Auto - Other- 1yr (Adult)	Print Media Usage
3384	MM61835ZC	Use Yellow Pages for Auto - Parts & Supplies- 1yr (Adult)	Print Media Usage
3385	MM61836ZC	Use Yellow Pages for Auto - Repair & Services- 1yr (Adult)	Print Media Usage
3386	MM61838ZC	Use Yellow Pages for Beauty Salons- 1yr (Adult)	Print Media Usage
3387	MM61840ZC	Use Yellow Pages for Carpet Cleaning- 1yr (Adult)	Print Media Usage
3388	MM61841ZC	Use Yellow Pages for Department Stores- 1yr (Adult)	Print Media Usage
3389	MM61842ZC	Use Yellow Pages for Doctors, Dentists and Other Medical Services- 1yr (Adult)	Print Media Usage
3390	MM61844ZC	Use Yellow Pages for Education/Schools- 1yr (Adult)	Print Media Usage
3391	MM61845ZC	Use Yellow Pages for Electronic Equipment, Supplies & Services- 1yr (Adult)	Print Media Usage
3392	MM61846ZC	Use Yellow Pages for Florists- 1yr (Adult)	Print Media Usage
3393	MM61848ZC	Use Yellow Pages for Home Appliance Repairs- 1yr (Adult)	Print Media Usage
3394	MM61849ZC	Use Yellow Pages for Home Improvement & Repairs- 1yr (Adult)	Print Media Usage
3395	MM61850ZC	Use Yellow Pages for Household Furnishings- 1yr (Adult)	Print Media Usage
3396	MM61851ZC	Use Yellow Pages for Jewelers/Jewelry- 1yr (Adult)	Print Media Usage
3397	MM61852ZC	Use Yellow Pages for Other- 1yr (Adult)	Print Media Usage
3398	MM61853ZC	Use Yellow Pages for Pharmacies- 1yr (Adult)	Print Media Usage
3399	MM61854ZC	Use Yellow Pages for Pizza- 1yr (Adult)	Print Media Usage
3400	MM61855ZC	Use Yellow Pages for Plumbers & Electricians- 1yr (Adult)	Print Media Usage
3401	MM61856ZC	Use Yellow Pages for Real Estate- 1yr (Adult)	Print Media Usage
3402	MM61857ZC	Use Yellow Pages for Restaurants- 1yr (Adult)	Print Media Usage
3403	MM61859ZC	Use Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Print Media Usage
3404	MM61860ZC	Use Yellow Pages for Theaters- 1yr (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3405	MM61861ZC	Use Yellow Pages for Travel - Airlines/Airline Tickets- 1yr (Adult)	Print Media Usage
3406	MM61862ZC	Use Yellow Pages for Travel - Hotels/Motels- 1yr (Adult)	Print Media Usage
3407	MM61863ZC	Use Yellow Pages for Travel - Other Services- 1yr (Adult)	Print Media Usage
3408	MM50759ZC	Visited Better Homes & Gardens website (Adult)	Print Media Usage
3409	MM50761ZC	Visited Consumer Reports website (Adult)	Print Media Usage
3410	MM50762ZC	Visited Cooking Light website (Adult)	Print Media Usage
3411	MM50766ZC	Visited Discover website (Adult)	Print Media Usage
3412	MM50769ZC	Visited Entertainment Weekly website (Adult)	Print Media Usage
3413	MM50771ZC	Visited Fitness website (Adult)	Print Media Usage
3414	MM50773ZC	Visited Food Network Magazine website (Adult)	Print Media Usage
3415	MM50774ZC	Visited Forbes website (Adult)	Print Media Usage
3416	MM50782ZC	Visited Mens Health website (Adult)	Print Media Usage
3417	MM50783ZC	Visited Money website (Adult)	Print Media Usage
3418	MM50786ZC	Visited National Geographic Traveler website (Adult)	Print Media Usage
3419	MM50785ZC	Visited National Geographic website (Adult)	Print Media Usage
3420	MM50791ZC	Visited People website (Adult)	Print Media Usage
3421	MM50795ZC	Visited Rolling Stone website (Adult)	Print Media Usage
3422	MM50796ZC	Visited Sports Illustrated website (Adult)	Print Media Usage
3423	MM50797ZC	Visited Time website (Adult)	Print Media Usage
3424	MM50799ZC	Visited USA Today website (Adult)	Print Media Usage
3425	MM50801ZC	Visited Wall Street Journal website (Adult)	Print Media Usage
3426	MM50802ZC	Visited WebMD Magazine website (Adult)	Print Media Usage
3427	MM50803ZC	Visited Weight Watchers website (Adult)	Print Media Usage
3428	MM50804ZC	Visited Wired website (Adult)	Print Media Usage
3429	MMO4551ZC	Ads Are More Manipulative Than Informative- Agree (Adult)	Psychographics
3430	MMO4549ZC	Ads Keep Me Up-to-Date about Products/Services I Want- Agree (Adult)	Psychographics
3431	MMO4554ZC	Brands in Ads Better Quality Than Brands Not - Agree (Adult)	Psychographics
3432	MMO4553ZC	Like to Look at Ads- Agree (Adult)	Psychographics
3433	MMO4550ZC	Many Prods Don't Perform as Well as Ads claim- Agree (Adult)	Psychographics
3434	MMO4552ZC	Most Ads Are Annoying- Agree (Adult)	Psychographics
3435	MM41444ZC	Find Vehicle I Like- Recommend to People I Know- Agree (Adult)	Psychographics
3436	MM41445ZC	Fun to Drive a Top Consideration in my Purchasing Decision- Agree (Adult)	Psychographics
3437	MM41446ZC	I Buy Vehicles that Reflect my Commitment to the Environment- Agree (Adult)	Psychographics
3438	MM41447ZC	I Purchase Most Expensive Model with all Luxury Options- Agree (Adult)	Psychographics
3439	MM41448ZC	Rebates/incentives strongly influence new vehicle purchasing decision- Agree (Adult)	Psychographics
3440	MM41449ZC	Want the Cheapest and Easiest to Maintain Vehicle I can Find- Agree (Adult)	Psychographics
3441	MMO4476ZC	Annoyed by all of the Signs in Stores- Agree (Adult)	Psychographics
3442	MMO4502ZC	Brand Name is the Best Indication of Quality- Agree (Adult)	Psychographics
3443	MMO4468ZC	Buy Based on Quality- Not Price- Agree (Adult)	Psychographics
3444	MMO4480ZC	Buy Brands that Reflect My Style- Agree (Adult)	Psychographics
3445	MMO4483ZC	Buy the Brands I Grew Up With- Agree (Adult)	Psychographics
3446	MMO4503ZC	Buy Things My Friends/Neighbors Approve of- Agree (Adult)	Psychographics
3447	MMO4461ZC	Buying American Products Is Important to Me- Agree (Adult)	Psychographics
3448	MMO4474ZC	Celebrity Endorsement May Influence Buying Product- Agree (Adult)	Psychographics
3449	MMO4492ZC	Change Brands Often for Variety/Novelty- Agree (Adult)	Psychographics
3450	MMO4485ZC	Check Ingredients/Nutrition of Food Before Buy- Agree (Adult)	Psychographics
3451	MMO4494ZC	Choose Store Because Store Personnel Service- Agree (Adult)	Psychographics
3452	MM50197ZC	Concerned about Environment When Buying Natural Products- Agree (Adult)	Psychographics
3453	MM50196ZC	Concerned about Family Health When Buying Natural Products- Agree (Adult)	Psychographics
3454	MMO4465ZC	Don't Buy Based on Advertising- Agree (Adult)	Psychographics
3455	MMO4486ZC	Don't Have Time to Save Coupons- Agree (Adult)	Psychographics
3456	MM50198ZC	Enjoy Wandering Store for New and Interesting Products- Agree (Adult)	Psychographics
3457	MMO4478ZC	Environmental Safety More Important than Convenience- Agree (Adult)	Psychographics
3458	MM50199ZC	Expect Brands I Buy to support Social Causes- Agree (Adult)	Psychographics
3459	MMO4473ZC	Favorite Grocery Store Offers Low Prices every day- Agree (Adult)	Psychographics
3460	MMO4496ZC	First of My Friends to Try New Products/Services- Agree (Adult)	Psychographics
3461	MM50200ZC	Generic/store brand products are as effective as brand-name products- Agree (Adult)	Psychographics
3462	MM50202ZC	I am more likely to buy brands that support a cause that I care about- Agree (Adult)	Psychographics
3463	MM50201ZC	I Smell Personal Care and Household Products in Store Before I Buy- Agree (Adult)	Psychographics
3464	MMO4482ZC	I Tend to Make Impulse Purchases- Agree (Adult)	Psychographics
3465	MMO4471ZC	Important that Salespeople Know their Products- Agree (Adult)	Psychographics
3466	MMO4472ZC	Influenced by What's Hot and What's Not- Agree (Adult)	Psychographics
3467	MM50203ZC	Important How Personal Care and Household Products Smell- Agree (Adult)	Psychographics
3468	MMO4462ZC	Know Price of the Foods/Packaged Goods I Buy- Agree (Adult)	Psychographics
3469	MM50518ZC	Like to Compare Sites Prices Before Purchasing Online - Agree (Adult)	Psychographics
3470	MM50519ZC	Like to Share My Opinions on Products/Services Posting Reviews Online- Agree (Adult)	Psychographics
3471	MMO4466ZC	Like to Shop Around Before Making a Purchase- Agree (Adult)	Psychographics
3472	MMO4487ZC	My Kids Have an Impact on the Brands I Choose- Agree (Adult)	Psychographics
3473	MM50195ZC	Number One Goal When Shopping is to Save as Much Money as Possible- Agree (Adult)	Psychographics
3474	MM50520ZC	Offer of Free Shipping Attracts Me to Shopping Site - Agree (Adult)	Psychographics
3475	MM50521ZC	Often Save Money by Buying Previously Used Items Online - Agree (Adult)	Psychographics
3476	MMO4477ZC	Often Seek Advice of Others Before Buying- Agree (Adult)	Psychographics
3477	MM50522ZC	Only Purchase Products Online When I Have Coupon or Promo Code- Agree (Adult)	Psychographics
3478	MMO4475ZC	Only Use Coupons for Brands I Usually Buy- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3479	MMO4488ZC	Pay Extra For a Product that Suits My Image- Agree (Adult)	Psychographics
3480	MMO4481ZC	People Ask Me for Purchasing Advice- Agree (Adult)	Psychographics
3481	MMO4484ZC	Prefer Products With the Latest Technology- Agree (Adult)	Psychographics
3482	MM50523ZC	Prefer Purchasing Items Online for Set Price vs. Bidding in Auctions- Agree (Adult)	Psychographics
3483	MMO4497ZC	Prefer Stores with Many Familiar Brands- Agree (Adult)	Psychographics
3484	MMO4501ZC	Prefer To Shop At Specialized Stores- Agree (Adult)	Psychographics
3485	MMO4469ZC	Price Is More Important than Brand Names- Agree (Adult)	Psychographics
3486	MMO4499ZC	Rather Receive Sample than Price-Off Coupon- Agree (Adult)	Psychographics
3487	MMO4479ZC	Shopping Used to Be More Enjoyable- Agree (Adult)	Psychographics
3488	MMO4470ZC	Spender Rather than a Saver- Agree (Adult)	Psychographics
3489	MMO4489ZC	Spouse Has Impact on the Brands I Choose- Agree (Adult)	Psychographics
3490	MMO4493ZC	Think Coupon Offer Means Overpriced Before- Agree (Adult)	Psychographics
3491	MMO4463ZC	Think Shopping Is a Great Way to Relax- Agree (Adult)	Psychographics
3492	MM50524ZC	Typically Read Online Reviews Before Purchasing Online - Agree (Adult)	Psychographics
3493	MM50525ZC	Use the Internet to Buy Hard-to-Find Products - Agree (Adult)	Psychographics
3494	MMO4498ZC	Wait for Others to Try Things Before I Buy- Agree (Adult)	Psychographics
3495	MMO4490ZC	When I Find a Brand I Like- I Stick to It- Agree (Adult)	Psychographics
3496	MMO4467ZC	Will Buy on Credit Rather than Wait- Agree (Adult)	Psychographics
3497	MMO4491ZC	Will Pay More for a Brand I Trust- Agree (Adult)	Psychographics
3498	MMO4500ZC	Will Pay More for Environmentally Safe Product- Agree (Adult)	Psychographics
3499	MMO4495ZC	Will Switch Brands to Use a Cents-Off Coupon- Agree (Adult)	Psychographics
3500	MM42672ZC	Advertisements on Cell Phones are Annoying- Agree (Adult)	Psychographics
3501	MM42673ZC	Cell Phones are too Complicated these Days- Agree (Adult)	Psychographics
3502	MM42670ZC	Choosing Available Cell-Phone Models- Important (Adult)	Psychographics
3503	MM42668ZC	Choosing Available Cell-Service Plans- Important (Adult)	Psychographics
3504	MM42669ZC	Choosing Cell-Customer Service- Important (Adult)	Psychographics
3505	MM42671ZC	Choosing Cell-Service Coverage Area- Important (Adult)	Psychographics
3506	MM42675ZC	I am interested in watching live TV on my cell phone- Agree (Adult)	Psychographics
3507	MM42676ZC	I am Interested in Watching Video Clips on My Cell Phone- Agree (Adult)	Psychographics
3508	MM42677ZC	I Carry My Cell Phone Everywhere I Go- Agree (Adult)	Psychographics
3509	MM42678ZC	I Enjoy Customizing the Look and Sound of My Cell Phone- Agree (Adult)	Psychographics
3510	MM42674ZC	I Expect quality of video on cell phone to be equal to TV- Agree (Adult)	Psychographics
3511	MM42679ZC	I Often Use My Cell Phone to Make Phone Calls from My Home- Agree (Adult)	Psychographics
3512	MM42680ZC	I Only Answer My Cell Phone When I Know Who is Calling- Agree (Adult)	Psychographics
3513	MM42681ZC	I Think of My Mobile Phone as a Source of Entertainment- Agree (Adult)	Psychographics
3514	MM42690ZC	I Understand How to Use Most of the Features on My Cell Phone- Agree (Adult)	Psychographics
3515	MM42698ZC	I Would Pay Mthly Subscription Fee to Receive Live TV on Cell Phone- Agree (Adult)	Psychographics
3516	MM42699ZC	I Would Receive Ads on My Cell Phone for Lower Mthly Costs- Agree (Adult)	Psychographics
3517	MM42700ZC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (Adult)	Psychographics
3518	MM42696ZC	I Would Text Message More Often if it Were Easier to Type- Agree (Adult)	Psychographics
3519	MM42697ZC	I Would Text Message More Often if it Were Less Expensive- Agree (Adult)	Psychographics
3520	MM42693ZC	I Would Use Internet on My Cell More Often if it were Easier to Read- Agree (Adult)	Psychographics
3521	MM42694ZC	I Would Use Internet on My Cell More Often if it were Less Expensive- Agree (Adult)	Psychographics
3522	MM42695ZC	I Would Use Internet on My Cell More Often if the Web Loaded Easier- Agree (Adult)	Psychographics
3523	MM42687ZC	I Would Use Some Features on Cell Phone but do not Know How to- Agree (Adult)	Psychographics
3524	MM42682ZC	I Would Use Text Messaging if I Knew How to do it- Agree (Adult)	Psychographics
3525	MM42683ZC	My Cell Phone is an Extension of My Personality- Agree (Adult)	Psychographics
3526	MM42684ZC	Often Annoyed By Others Talking Loudly on Cell Phones in Public- Agree (Adult)	Psychographics
3527	MM42685ZC	One Mobile Device that Can do Everything is Very Convenient- Agree (Adult)	Psychographics
3528	MM42686ZC	Primary Reason I have My Cell Phone is for Safety- Agree (Adult)	Psychographics
3529	MM42688ZC	Sometimes My Cell Phone Makes Me Feel that I am Too Available- Agree (Adult)	Psychographics
3530	MM42689ZC	Text Messaging is an Important Part of My Daily Life- Agree (Adult)	Psychographics
3531	MM42691ZC	Want Cell Phone for Calls but do not Use Other Features- Agree (Adult)	Psychographics
3532	MM42692ZC	Will Keep Landline Telephone Even if Cell Service Improves- Agree (Adult)	Psychographics
3533	MM41450ZC	Better to Put Money in Low-risk- Even if Return not as Great- Agree (Adult)	Psychographics
3534	MM41451ZC	Find Financial Products/Services I like- Recommend to Others- Agree (Adult)	Psychographics
3535	MM41452ZC	I Find the Ups and Downs of the Financial Markets Exciting- Agree (Adult)	Psychographics
3536	MM41453ZC	Investing in the Stock Market is too Risky for Me- Agree (Adult)	Psychographics
3537	MM41454ZC	Like to Take Risks when Investing for Chance of High Return- Agree (Adult)	Psychographics
3538	MM41455ZC	Find Food Product Like- I Recommend to Others- Agree (Adult)	Psychographics
3539	MM65015ZC	Dinners in My Home Are Usually Planned Ahead of Time- Agree (Adult)	Psychographics
3540	MM65016ZC	During a Given Week, I Cook Meals Frequently- Agree (Adult)	Psychographics
3541	MM65017ZC	Eating at a Fast Food Restaurant Is Fun- Agree (Adult)	Psychographics
3542	MM65018ZC	Fast Food Is Junk Food- Agree (Adult)	Psychographics
3543	MM65019ZC	Food Is a Comfort to Me- Agree (Adult)	Psychographics
3544	MM65020ZC	Frozen Dinners Are a Convenient Alternative For a Meal- Agree (Adult)	Psychographics
3545	MM41456ZC	I Don't Allow Junk Food in my Home- Agree (Adult)	Psychographics
3546	MM65021ZC	I Don't Have Very Much Interest In Cooking- Agree (Adult)	Psychographics
3547	MM65022ZC	I Don't Pay Much Attention to My Intake of Fat- Agree (Adult)	Psychographics
3548	MM65023ZC	I Enjoy Being Creative In the Kitchen- Agree (Adult)	Psychographics
3549	MM65024ZC	I Enjoy Trying Different Types of Food- Agree (Adult)	Psychographics
3550	MM65025ZC	I Evaluate the Nutrition of Menu Items When Ordering at a Restaurant- Agree (Adult)	Psychographics
3551	MM65026ZC	I Indulge My Cravings For Sweets- Agree (Adult)	Psychographics
3552	MM65027ZC	I Let My Children Make Their Own Decisions Ordering at a Restaurant- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3553	MM65028ZC	I Often Use Recipes When Preparing a meal- Agree (Adult)	Psychographics
3554	MM65029ZC	I Only Eat Fast Food When I'm in a Rush- Agree (Adult)	Psychographics
3555	MM65030ZC	I Prefer Cooking With Fresh Food Rather Than Canned or Frozen- Agree (Adult)	Psychographics
3556	MM41457ZC	I Prefer Picking up Quick Meals to Cooking Meals- Agree (Adult)	Psychographics
3557	MM65031ZC	I Rarely Eat Frozen Dinners- Agree (Adult)	Psychographics
3558	MM41458ZC	I Regularly Eat Organic Foods- Agree (Adult)	Psychographics
3559	MM65032ZC	I Rely on Product Labels to Help Me Make Decisions When Food Shopping- Agree (Adult)	Psychographics
3560	MM65033ZC	I Try to Buy Foods Grown or Produced Locally (region where I live)- Agree (Adult)	Psychographics
3561	MM65034ZC	I Try to Eat a Healthy Breakfast Every Day- Agree (Adult)	Psychographics
3562	MM65035ZC	I Typically Celebrate Special Occasions at Restaurants- Agree (Adult)	Psychographics
3563	MM65036ZC	I Typically Drink Wine With Dinner- Agree (Adult)	Psychographics
3564	MM65037ZC	If a Food Item is on Sale, I Buy Multiple Units to Stock Up- Agree (Adult)	Psychographics
3565	MM65038ZC	I'm a Creature of Habit, and Stick to the Food I Know I Like- Agree (Adult)	Psychographics
3566	MM65039ZC	I'm Always on the Lookout for Quick and Easy Meal Options- Agree (Adult)	Psychographics
3567	MM65040ZC	I'm Fine with Eating at a Restaurant By Myself- Agree (Adult)	Psychographics
3568	MM65041ZC	I'm Willing to Spend More for a Quality Bottle of Wine- Agree (Adult)	Psychographics
3569	MM65042ZC	Often, I Eat My Meals on the Run- Agree (Adult)	Psychographics
3570	MM41459ZC	Only Buy Food Items that are Name-Brand, Not Generic Brands- Agree (Adult)	Psychographics
3571	MM65043ZC	People Often Ask My Advice When it Comes to Food- Agree (Adult)	Psychographics
3572	MM41460ZC	Try to Eat Healthy and Pay Attention to my Nutrition- Agree (Adult)	Psychographics
3573	MM65044ZC	When I Find a Restaurant I Like, I Stick with It- Agree (Adult)	Psychographics
3574	MM41461ZC	Will Purchase Generic Brands Over My Normal Name-Brand- Agree (Adult)	Psychographics
3575	MM42701ZC	Children have a Right to be Spoiled- Agree (Adult)	Psychographics
3576	MM42702ZC	Company's Environment Record Important in Purchase Decisions- Agree (Adult)	Psychographics
3577	MM42703ZC	Even if Things Look Messy- I Know Where Everything is- Agree (Adult)	Psychographics
3578	MM50526ZC	Frequently Wish I Had More Time to Spend With My Family- Agree (Adult)	Psychographics
3579	MM42704ZC	Given the Choice- I Would be My Own Boss- Agree (Adult)	Psychographics
3580	MM42705ZC	Global Warming is a Serious Threat- Agree (Adult)	Psychographics
3581	MM42706ZC	Government Should Pay More Attention to Environmental Issues- Agree (Adult)	Psychographics
3582	MM42731ZC	I am Interested in Finding Out How I Can Help the Environment- Agree (Adult)	Psychographics
3583	MM42707ZC	I am so Busy I Often can't Finish Everything I Need to do in a Day- Agree (Adult)	Psychographics
3584	MM42708ZC	I am Typically Willing to Pay More for High-Quality Items- Agree (Adult)	Psychographics
3585	MM42709ZC	I am Very Interested in the Fine Arts- Agree (Adult)	Psychographics
3586	MM42710ZC	I Attend Religious Services Regularly- Agree (Adult)	Psychographics
3587	MM42711ZC	I Consider Myself a Spiritual Person- Agree (Adult)	Psychographics
3588	MM50527ZC	I Consider Myself Outspoken- Agree (Adult)	Psychographics
3589	MM42712ZC	I Consider Myself Sophisticated- Agree (Adult)	Psychographics
3590	MM50205ZC	I Consider Myself to be Very Sociable- Agree (Adult)	Psychographics
3591	MM42713ZC	I Don't Mind Giving Up My Personal Time for Work- Agree (Adult)	Psychographics
3592	MM42714ZC	I Enjoy Being the Center of Attention- Agree (Adult)	Psychographics
3593	MM50528ZC	I Enjoy Maintaining Traditions- Agree (Adult)	Psychographics
3594	MM42715ZC	I Enjoy Showing Off My Home to Guests- Agree (Adult)	Psychographics
3595	MM42716ZC	I Feel I am More Environmentally Conscious than Most- Agree (Adult)	Psychographics
3596	MM42717ZC	I Like to Give the Impression that My Life is Under Control- Agree (Adult)	Psychographics
3597	MM42718ZC	I Like to Learn About Foreign Cultures- Agree (Adult)	Psychographics
3598	MM42719ZC	I Like to Live a Lifestyle that Impresses Others- Agree (Adult)	Psychographics
3599	MM42720ZC	I Like to Shower my Loved Ones with Gifts- Agree (Adult)	Psychographics
3600	MM50529ZC	I Make Sure I Take Time for Myself Each Day- Agree (Adult)	Psychographics
3601	MM42721ZC	I Must Admit that I Work Most Weekends- Agree (Adult)	Psychographics
3602	MM42722ZC	I Often Feel Like My Life is Slipping Out of Control- Agree (Adult)	Psychographics
3603	MM42723ZC	I Often Find Myself in a Leadership Position- Agree (Adult)	Psychographics
3604	MM42724ZC	I Prefer a Set Routine in My Daily Life- Agree (Adult)	Psychographics
3605	MM42725ZC	I Purchase Products to Help Organize My Life- Agree (Adult)	Psychographics
3606	MM50530ZC	I See Myself as Somewhat of a Loner- Agree (Adult)	Psychographics
3607	MM42726ZC	I Seek Out Variety in My Everyday Life- Agree (Adult)	Psychographics
3608	MM42727ZC	I Strive to Achieve a High Social Status- Agree (Adult)	Psychographics
3609	MM42728ZC	I Try to Eat Dinner with My Family Almost Every Night- Agree (Adult)	Psychographics
3610	MM42729ZC	I Work Primarily for the Salary- Agree (Adult)	Psychographics
3611	MM50531ZC	I Would Continue Working Even if I Won the Lottery- Agree (Adult)	Psychographics
3612	MM42730ZC	I Would Rather Prepare a Meal than Eat in a Restaurant- Agree (Adult)	Psychographics
3613	MM50532ZC	Juggling Family and Work Demands is Very Stressful for Me- Agree (Adult)	Psychographics
3614	MM42732ZC	Keeping a Neat and Organized Home is a Top Priority for Me- Agree (Adult)	Psychographics
3615	MM42733ZC	Marriage Should Only be Legal Between a Man and a Woman- Agree (Adult)	Psychographics
3616	MM50533ZC	My Cultural/Ethnic Heritage is an important Part of Who I Am- Agree (Adult)	Psychographics
3617	MM42734ZC	My Friends are the Most Important Thing in My Life- Agree (Adult)	Psychographics
3618	MM42735ZC	My Goal is to Make it to the Top of My Profession- Agree (Adult)	Psychographics
3619	MM50534ZC	My Home is an Expression of My Personal Style- Agree (Adult)	Psychographics
3620	MM42736ZC	My Philosophy is Life Should be as Much Fun as Possible- Agree (Adult)	Psychographics
3621	MM50204ZC	Other Interests are Equally Important as Family- Agree (Adult)	Psychographics
3622	MM50535ZC	People Who Are Worried About the Environment Are Overreacting- Agree (Adult)	Psychographics
3623	MM42737ZC	Prayer is a Part of My Daily Life- Agree (Adult)	Psychographics
3624	MM42738ZC	Religion Should be the Pillar of Our Society- Agree (Adult)	Psychographics
3625	MM42739ZC	Risk-taking is Exciting to Me- Agree (Adult)	Psychographics
3626	MM42740ZC	Spending Time with My Family is My Top Priority- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3627	MM65060ZC	I Feel Really Good Seeing Celebrities that Share My Ethnic Background- Agree (Adult)	Psychographics
3628	MM42741ZC	Always Looking for New Ways to Live Healthier Life- Agree (Adult)	Psychographics
3629	MM41471ZC	Generic Medications as Effective as Brand-Name RX drugs- Agree (Adult)	Psychographics
3630	MM50206ZC	I am Happy with my Weight- Agree (Adult)	Psychographics
3631	MM41477ZC	I am Often First to try the Most Advanced Medicines- Agree (Adult)	Psychographics
3632	MM50536ZC	I consult my pharmacist for health advice- Agree (Adult)	Psychographics
3633	MM42742ZC	I Follow a Regular Exercise Routine- Agree (Adult)	Psychographics
3634	MM41472ZC	I Go to the Doctor Regularly for Check-Ups- Agree (Adult)	Psychographics
3635	MM41473ZC	I Prefer Alternative Medicine to Traditional Practices- Agree (Adult)	Psychographics
3636	MM41474ZC	I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agree (Adult)	Psychographics
3637	MM41475ZC	I Rely on my Physician to Recommend Drug Brands- Agree (Adult)	Psychographics
3638	MM41476ZC	I Would Buy RX Drugs from Other Countries- to Save Money- Agree (Adult)	Psychographics
3639	MM50537ZC	Vitamin supplements improve one's health- Agree (Adult)	Psychographics
3640	MM42167ZC	In General- I feel I Eat Right- Agree (Adult)	Psychographics
3641	MM41478ZC	In General- I Think Herbal Supplements are Effective- Agree (Adult)	Psychographics
3642	MM42168ZC	In General- Newer Drug Brands Work Better than Older Brands- Agree (Adult)	Psychographics
3643	MM42743ZC	Over the Counter Medications are Safer than RX Drugs- Agree (Adult)	Psychographics
3644	MMO4545ZC	Internet Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3645	MMO4548ZC	Internet Ads Are Alike- Agree (Adult)	Psychographics
3646	MMO4544ZC	Internet Ads Are Amusing- Agree (Adult)	Psychographics
3647	MMO4547ZC	Internet Ads Are Repeated too Often- Agree (Adult)	Psychographics
3648	MMO4543ZC	Internet Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3649	MMO4542ZC	Internet Ads Give Good Information on Consumer Product Use- Agree (Adult)	Psychographics
3650	MMO4540ZC	Internet Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3651	MMO4546ZC	Internet Ads Have No Credibility- Agree (Adult)	Psychographics
3652	MMO4539ZC	Magazine Ads Are Alike- Agree (Adult)	Psychographics
3653	MMO4538ZC	Magazine Ads Are Repeated too Often- Agree (Adult)	Psychographics
3654	MMO4534ZC	Magazine Ads Give Good Info on Consumer Product Use- Agree (Adult)	Psychographics
3655	MMO4535ZC	Magazine Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3656	MMO4532ZC	Magazine Ads Give Useful Information on Bargains- Agree (Adult)	Psychographics
3657	MMO4537ZC	Magazine Ads Have No Credibility- Agree (Adult)	Psychographics
3658	MMO4531ZC	Newspaper Ads Are Alike- Agree (Adult)	Psychographics
3659	MMO4528ZC	Newspaper Ads Are Amusing- Agree (Adult)	Psychographics
3660	MMO4530ZC	Newspaper Ads Are Repeated too Often- Agree (Adult)	Psychographics
3661	MMO4526ZC	Newspaper Ads Give Good Info on Consumer Products Use- Agree (Adult)	Psychographics
3662	MMO4527ZC	Newspaper Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3663	MMO4524ZC	Newspaper Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3664	MMO4529ZC	Newspaper Ads Have No Credibility- Agree (Adult)	Psychographics
3665	MMO4519ZC	Radio Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3666	MMO4523ZC	Radio Ads Are Alike- Agree (Adult)	Psychographics
3667	MMO4522ZC	Radio Ads Are Repeated too Often- Agree (Adult)	Psychographics
3668	MMO4516ZC	Radio Ads Give Good Info on Consumer Prod Use- Agree (Adult)	Psychographics
3669	MMO4517ZC	Radio Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3670	MMO4514ZC	Radio Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3671	MMO4521ZC	Radio Ads Have No Credibility- Agree (Adult)	Psychographics
3672	MMO4509ZC	TV Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3673	MMO4513ZC	TV Ads Are Alike- Agree (Adult)	Psychographics
3674	MMO4508ZC	TV Ads Are Amusing- Agree (Adult)	Psychographics
3675	MMO4512ZC	TV Ads Are Repeated too Often- Agree (Adult)	Psychographics
3676	MMO4506ZC	TV Ads Give Good Info on Consumer Prod Use- Agree (Adult)	Psychographics
3677	MMO4507ZC	TV Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3678	MMO4504ZC	TV Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3679	MMO4511ZC	TV Ads Have No Credibility- Agree (Adult)	Psychographics
3680	MMO4700ZC	Media Trusted the Most- Internet (Adult)	Psychographics
3681	MMO4701ZC	Media Trusted the Most- Magazines (Adult)	Psychographics
3682	MMO4702ZC	Media Trusted the Most- Newspapers (Adult)	Psychographics
3683	MMO4703ZC	Media Trusted the Most- Radio (Adult)	Psychographics
3684	MMO4704ZC	Media Trusted the Most- Television (Adult)	Psychographics
3685	MMO4708ZC	Buying Electronics- Do As Much Research as Possible- Agree (Adult)	Psychographics
3686	MM41462ZC	Find Tech/Electronics Product I like- I Recommend to Others- Agree (Adult)	Psychographics
3687	MM41463ZC	I am Among First of my Friends to try new Technology Products- Agree (Adult)	Psychographics
3688	MM41464ZC	I am Willing to Pay More for Top Quality Electronics- Agree (Adult)	Psychographics
3689	MM65082ZC	Concerns about Security Issues Have Made Me Less Likely to Travel- Agree (Adult)	Psychographics
3690	MM41465ZC	Find a Great Vacation- I Recommend to Others- Agree (Adult)	Psychographics
3691	MM65083ZC	Group Tours are Fun and a Good Way to Meet People- Agree (Adult)	Psychographics
3692	MM65084ZC	I Enjoy Learning About Vacation Options from Others- Agree (Adult)	Psychographics
3693	MM65085ZC	I Frequently Choose Active Vacations with Lots to Do- Agree (Adult)	Psychographics
3694	MM65086ZC	I Love Doing Research on a Location Before I Go on Vacation- Agree (Adult)	Psychographics
3695	MM65087ZC	I Often Ask The Advice of Others When It Comes to Vacation Travel- Agree (Adult)	Psychographics
3696	MM65088ZC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (Adult)	Psychographics
3697	MM41466ZC	I Prefer Guided Tours to Traveling Independently- Agree (Adult)	Psychographics
3698	MM41467ZC	I Would Rather Travel in the U.S. than to a Foreign Location- Agree (Adult)	Psychographics
3699	MM65089ZC	I'd Rather Take a Few Weekend Vacations Than One Long Vacation- Agree (Adult)	Psychographics
3700	MM65090ZC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3701	MM650912C	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (Adult)	Psychographics
3702	MM505382C	In general, price is more important vs. convenience in travel planning- Agree (Adult)	Psychographics
3703	MM502072C	Its Worth it to Pay more for Higher Quality Hotel Accommodations- Agree (Adult)	Psychographics
3704	MM505392C	Last-minute travel specials are a great way to get a bargain- Agree (Adult)	Psychographics
3705	MM650922C	On My Vacations, I Prefer Traveling to Places I've Never Been- Agree (Adult)	Psychographics
3706	MM650932C	Packaged Deals are Great, Because I Don't Have to Plan Too Much- Agree (Adult)	Psychographics
3707	MM650942C	People Often Ask My Advice When It Comes to Vacation Travel- Agree (Adult)	Psychographics
3708	MM505402C	Planning a vacation is just as much fun as the trip itself- Agree (Adult)	Psychographics
3709	MM414682C	Rather Book a Trip over the Internet than Meet Travel Agent- Agree (Adult)	Psychographics
3710	MM650952C	The Best Vacation is Restful Without Too Much Physical Exercise- Agree (Adult)	Psychographics
3711	MM650962C	The Internet is Not a Secure Way to Make Travel Plans- Agree (Adult)	Psychographics
3712	MM414692C	Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Agree (Adult)	Psychographics
3713	MM650972C	Traveling to Foreign Places is Great for Learning Other Cultures- Agree (Adult)	Psychographics
3714	MM650982C	When I Find a Vacation Spot I Like, I Go Back Whenever I Can- Agree (Adult)	Psychographics
3715	MM414702C	Willing to Pay More for a Flight on my Favorite Airline- Agree (Adult)	Psychographics
3716	MM505412C	Going online is one of my favorite things to do with my free time- Agree (Adult)	Psychographics
3717	MM505422C	I like to keep my personal Internet pgs updated w/ info about my life- Agree (Adult)	Psychographics
3718	MM505432C	I would feel disconnected without the Internet- Agree (Adult)	Psychographics
3719	MM505442C	Instant Messenger Keeps Me in Touch With My Friends- Agree (Adult)	Psychographics
3720	MM505452C	I think people put too much private info about their lives on Internet- Agree (Adult)	Psychographics
3721	MM505462C	The Internet is a main source of entertainment for me- Agree (Adult)	Psychographics
3722	MM505472C	The Internet is a good thing, but I worry too much tech. can be bad- Agree (Adult)	Psychographics
3723	MM505482C	The Internet is a good way to meet new people- Agree (Adult)	Psychographics
3724	MM505492C	The Internet is great to get info on products/services I might buy- Agree (Adult)	Psychographics
3725	MM505502C	The Internet is a great way to actually buy products- Agree (Adult)	Psychographics
3726	MM505512C	The Internet is a great way to communicate with family/friends- Agree (Adult)	Psychographics
3727	MM505522C	The Internet allowed me to learn things I probably wouldn't have- Agree (Adult)	Psychographics
3728	MM505532C	The Internet has little impact on my daily life- Agree (Adult)	Psychographics
3729	MM508062C	Use Social-Networking site- 1mo (Adult)	Psychographics
3730	MM508072C	Use Social Network to find info about a move, TV station or show- Important (Adult)	Psychographics
3731	MM508082C	Use Social Network to find info about news/other current events- Important (Adult)	Psychographics
3732	MM508092C	Use Social Network to find local information - Important (Adult)	Psychographics
3733	MM508102C	Use Social Network to find out about products and services - Important (Adult)	Psychographics
3734	MM508112C	Use Social Network to find people with interests similar to mine- Important (Adult)	Psychographics
3735	MM508122C	Use Social Network to Follow the activities of my friends/family - Important (Adult)	Psychographics
3736	MM508132C	Use Social Network to Keep in touch with family/friends - Important (Adult)	Psychographics
3737	MM508142C	Use Social Network to Meet new friends - Important (Adult)	Psychographics
3738	MM508152C	Use Social Network to Meet or network with professional contacts- Important (Adult)	Psychographics
3739	MM508162C	Use Social Network to Play games- Important (Adult)	Psychographics
3740	MM508172C	Use Social Network to Rate or review a product or service- Important (Adult)	Psychographics
3741	MM508182C	Use Social Network to Reconnect with people from my past- Important (Adult)	Psychographics
3742	MM508192C	Use Social Network to gain access to VIP or Members-Only events- Important (Adult)	Psychographics
3743	MM508202C	Use Social Network to receive exclusive offers/coupons/discounts- Important (Adult)	Psychographics
3744	MM508212C	Use Social Network to show support for favorite companies/brands- Important (Adult)	Psychographics
3745	MM650992C	Being Able to Customize an Item Makes Me More Willing to Purchase It- Agree (Adult)	Psychographics
3746	MM651002C	Comfort is One of the Most Important Factors in Selecting Fashion- Agree (Adult)	Psychographics
3747	MM651012C	I Am Loyal to Only a Few Fashion Brands and Stick with Them- Agree (Adult)	Psychographics
3748	MM651022C	I Am More Likely to Buy a Brand That I Know Supports a Charity- Agree (Adult)	Psychographics
3749	MM651032C	I Buy New Clothes at the Beginning of Each Season- Agree (Adult)	Psychographics
3750	MM651042C	I Often Spend More Money Than I Expected to On My Fashion Purchases- Agree (Adult)	Psychographics
3751	MM651052C	I Often Use Natural or Organic Beauty Products- Agree (Adult)	Psychographics
3752	MM651062C	I Only Buy Shoes and Clothing When I Have to Replace Something- Agree (Adult)	Psychographics
3753	MM651072C	I Only Spend What I Budget on Fashion Items- Agree (Adult)	Psychographics
3754	MM651082C	I Prefer Fashion that is Classic and Timeless as Opposed to Trendy- Agree (Adult)	Psychographics
3755	MM651092C	I Rely on Magazines to Keep Me Up to Date on Fashion- Agree (Adult)	Psychographics
3756	MM031352C	Radio Quintile: I (Heavy) (Adult)	Radio Media Usage
3757	MM031362C	Radio Quintile: II (Adult)	Radio Media Usage
3758	MM031372C	Radio Quintile: III (Adult)	Radio Media Usage
3759	MM031382C	Radio Quintile: IV (Adult)	Radio Media Usage
3760	MM031392C	Radio Quintile: V (Light) (Adult)	Radio Media Usage
3761	MM031292C	Placed in Lower Half of Radio Listening (Adult)	Radio Media Usage
3762	MM031452C	Placed in Upper Half of Radio Listening (Adult)	Radio Media Usage
3763	MM031432C	Listen S-S - Radio- 6am-10am- Net Audience (Adult)	Radio Media Usage
3764	MM031402C	Listen S-S - Radio- 10am-3pm- Net Audience (Adult)	Radio Media Usage
3765	MM031422C	Listen S-S - Radio- 3pm-7pm- Net Audience (Adult)	Radio Media Usage
3766	MM031442C	Listen S-S - Radio- 7pm-12am- Net Audience (Adult)	Radio Media Usage
3767	MM031412C	Listen S-S - Radio- 12am-6am- Net Audience (Adult)	Radio Media Usage
3768	MM030662C	Listen Adult Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3769	MM030682C	Listen All News Radio- Net Audience (Adult)	Radio Media Usage
3770	MM030692C	Listen All Talk Radio- Net Audience (Adult)	Radio Media Usage
3771	MM030702C	Listen Alternative Rock Radio- Net Audience (Adult)	Radio Media Usage
3772	MM502082C	Listen Any AM Radio Audience (Adult)	Radio Media Usage
3773	MM502092C	Listen Any FM Radio Audience (Adult)	Radio Media Usage
3774	MM427622C	Listen Any Internet Radio- Net Audience (Adult)	Radio Media Usage

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3775	MM42761ZC	Listen Any Internet/Satellite Radio- Net Audience (Adult)	Radio Media Usage
3776	MM42763ZC	Listen Any Satellite Radio- Net Audience (Adult)	Radio Media Usage
3777	MM61868ZC	Listen Any Sports Events Radio- Net Audience (Adult)	Radio Media Usage
3778	MM61869ZC	Listen AURN (American Urban Radio Network)- Net Audience (Adult)	Radio Media Usage
3779	MM50554ZC	Listen Auto Racing NASCAR Radio- Net Audience (Adult)	Radio Media Usage
3780	MM03073ZC	Listen Classic Hits Radio- Net Audience (Adult)	Radio Media Usage
3781	MM03074ZC	Listen Classic Rock Radio- Net Audience (Adult)	Radio Media Usage
3782	MM03075ZC	Listen Classical Radio- Net Audience (Adult)	Radio Media Usage
3783	MM03146ZC	Listen College Basketball Radio- Net Audience (Adult)	Radio Media Usage
3784	MM50557ZC	Listen College Football Radio- Net Audience (Adult)	Radio Media Usage
3785	MM03076ZC	Listen Contemporary Hit Radio (CHR)- Net Audience (Adult)	Radio Media Usage
3786	MM03077ZC	Listen Country Radio- Net Audience (Adult)	Radio Media Usage
3787	MM03081ZC	Listen Gospel Radio- Net Audience (Adult)	Radio Media Usage
3788	MM50558ZC	Listen High School Sports Radio- Net Audience (Adult)	Radio Media Usage
3789	MM03082ZC	Listen Hispanic Radio- Net Audience (Adult)	Radio Media Usage
3790	MM03083ZC	Listen Jazz Radio- Net Audience (Adult)	Radio Media Usage
3791	MM05750ZC	Listen Mexican/Tejano/Ranchera Radio- Net Audience (Adult)	Radio Media Usage
3792	MM03130ZC	Listen M-F - Radio- 10am-3pm- Net Audience (Adult)	Radio Media Usage
3793	MM03131ZC	Listen M-F - Radio- 12am-6am- Net Audience (Adult)	Radio Media Usage
3794	MM03132ZC	Listen M-F - Radio- 3pm-7pm- Net Audience (Adult)	Radio Media Usage
3795	MM03133ZC	Listen M-F - Radio- 6am-10am- Net Audience (Adult)	Radio Media Usage
3796	MM03134ZC	Listen M-F - Radio- 7pm-12am- Net Audience (Adult)	Radio Media Usage
3797	MM50559ZC	Listen MLB Playoff/World Series Radio- Net Audience (Adult)	Radio Media Usage
3798	MM50560ZC	Listen MLB Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3799	MM03126ZC	Listen National Public Radio Network- Net Audience (Adult)	Radio Media Usage
3800	MM50561ZC	Listen NBA Playoff/Finals Radio- Net Audience (Adult)	Radio Media Usage
3801	MM50562ZC	Listen NBA Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3802	MM50563ZC	Listen NCAA Basketball Tournament Radio- Net Audience (Adult)	Radio Media Usage
3803	MM03127ZC	Listen News/Talk Radio- Net Audience (Adult)	Radio Media Usage
3804	MM50564ZC	Listen NFL Mon/Thur Night Games Radio- Net Audience (Adult)	Radio Media Usage
3805	MM50565ZC	Listen NFL Playoff/Super Bowl Radio- Net Audience (Adult)	Radio Media Usage
3806	MM03153ZC	Listen NFL Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3807	MM50566ZC	Listen NHL Playoff/Stanley Cup Radio- Net Audience (Adult)	Radio Media Usage
3808	MM50567ZC	Listen NHL Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3809	MM03128ZC	Listen Oldies Radio- Net Audience (Adult)	Radio Media Usage
3810	MM05780ZC	Listen Premiere Fox News Radio Station- Net Audience (Adult)	Radio Media Usage
3811	MM61870ZC	Listen Public Radio- Net Audience (Adult)	Radio Media Usage
3812	MM03154ZC	Listen Religious/Christian Radio- Net Audience (Adult)	Radio Media Usage
3813	MM42764ZC	Listen Rhythmic Radio- Net Audience (Adult)	Radio Media Usage
3814	MM03155ZC	Listen Rock Radio- Net Audience (Adult)	Radio Media Usage
3815	MM03156ZC	Listen Soft Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3816	MM05755ZC	Listen Spanish AC Radio Station- Net Audience (Adult)	Radio Media Usage
3817	MM03157ZC	Listen Sports Radio- Net Audience (Adult)	Radio Media Usage
3818	MM03158ZC	Listen Urban Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3819	MM03159ZC	Listen Variety Radio- Net Audience (Adult)	Radio Media Usage
3820	MM61871ZC	Listen to Traffic Reports on Radio- Occasionally- 1yr (Adult)	Radio Media Usage
3821	MM61872ZC	Listen to Traffic Reports on Radio- Regularly- 1yr (Adult)	Radio Media Usage
3822	MM61873ZC	Listen to Weekday Radio at Home (Adult)	Radio Media Usage
3823	MM61874ZC	Listen to Weekday Radio at Other Place (Adult)	Radio Media Usage
3824	MM61875ZC	Listen to Weekday Radio at Work (Adult)	Radio Media Usage
3825	MM61876ZC	Listen to Weekday Radio in Car (Adult)	Radio Media Usage
3826	MM61880ZC	Listen to Weekend Radio at Home (Adult)	Radio Media Usage
3827	MM61881ZC	Listen to Weekend Radio at Other Place (Adult)	Radio Media Usage
3828	MM61882ZC	Listen to Weekend Radio at Work (Adult)	Radio Media Usage
3829	MM61883ZC	Listen to Weekend Radio in Car (Adult)	Radio Media Usage
3830	MM03085ZC	Listen Weekday Radio- 10am-3pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3831	MM03086ZC	Listen Weekday Radio- 10am-3pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3832	MM03087ZC	Listen Weekday Radio- 10am-3pm- 2.5-4.0 hrs (Adult)	Radio Media Usage
3833	MM03088ZC	Listen Weekday Radio- 10am-3pm- 4.5+ hrs (Adult)	Radio Media Usage
3834	MM03089ZC	Listen Weekday Radio- 12am-6am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3835	MM03093ZC	Listen Weekday Radio- 3pm-7pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3836	MM03094ZC	Listen Weekday Radio- 3pm-7pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3837	MM03096ZC	Listen Weekday Radio- 3pm-7pm- 3.5-4.0 hrs (Adult)	Radio Media Usage
3838	MM03097ZC	Listen Weekday Radio- 6am-10am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3839	MM03098ZC	Listen Weekday Radio- 6am-10am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3840	MM03100ZC	Listen Weekday Radio- 6am-10am- 3.5-4.0 hrs (Adult)	Radio Media Usage
3841	MM03101ZC	Listen Weekday Radio- 7pm-12am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3842	MM03102ZC	Listen Weekday Radio- 7pm-12am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3843	MM03103ZC	Listen Weekday Radio- 7pm-12am- 2.5-4.0 hrs (Adult)	Radio Media Usage
3844	MM03104ZC	Listen Weekday Radio- 7pm-12am- 4.5+ hrs (Adult)	Radio Media Usage
3845	MM03105ZC	Listen Weekend Radio- 10am-3pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3846	MM03106ZC	Listen Weekend Radio- 10am-3pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3847	MM03108ZC	Listen Weekend Radio- 10am-3pm- 2.5-4.0 hrs (Adult)	Radio Media Usage
3848	MM03109ZC	Listen Weekend Radio- 10am-3pm- 4.5+ hrs (Adult)	Radio Media Usage

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3849	MMO3110ZC	Listen Weekend Radio- 12am-6am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3850	MMO3114ZC	Listen Weekend Radio- 3pm-7pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3851	MMO3115ZC	Listen Weekend Radio- 3pm-7pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3852	MMO3117ZC	Listen Weekend Radio- 3pm-7pm- 3.5-4.0 hrs (Adult)	Radio Media Usage
3853	MMO3118ZC	Listen Weekend Radio- 6am-10am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3854	MMO3119ZC	Listen Weekend Radio- 6am-10am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3855	MMO3121ZC	Listen Weekend Radio- 6am-10am- 3.5-4.0 hrs (Adult)	Radio Media Usage
3856	MMO3122ZC	Listen Weekend Radio- 7pm-12am- 0.5-1 hrs (Adult)	Radio Media Usage
3857	MMO3123ZC	Listen Weekend Radio- 7pm-12am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3858	MMO3124ZC	Listen Weekend Radio- 7pm-12am- 2.5-4.0 hrs (Adult)	Radio Media Usage
3859	MM61887ZC	Buy Fast Food/Drive-In Burgers/Hot Dogs- 6mo (Adult)	Restaurants
3860	MM61888ZC	Buy Fast Food/Drive-In Chicken- 6mo (Adult)	Restaurants
3861	MM61889ZC	Buy Fast Food/Drive-In Mexican- 6mo (Adult)	Restaurants
3862	MM61890ZC	Buy Fast Food/Drive-In Pizza/Pasta- 6mo (Adult)	Restaurants
3863	MM61891ZC	Buy Fast Food/Drive-In Sandwich- 6mo (Adult)	Restaurants
3864	MM61893ZC	Buy Fast Food/Drive-In Snack- 6mo (Adult)	Restaurants
3865	MMO3289ZC	Buy from Family Restaurant- Child Decides- 6mo (Adult)	Restaurants
3866	MMO3290ZC	Buy from Family Restaurant/Steakhouse- 1mo (Adult)	Restaurants
3867	MMO3290ZD	Buy from Family Restaurant/Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3868	MMO3293ZC	Buy from Family Restaurant/Steakhouse- 6mo (Adult)	Restaurants
3869	MM4219ZC	Buy from Family Restaurants/Steak Houses for Supper/Dinner- 1mo (Adult)	Restaurants
3870	MM4219ZD	Buy from Family Restaurants/Steak Houses for Supper/Dinner- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3871	MM42184ZC	Buy from Family Restaurants/Steak Houses on Weekdays- 1mo (Adult)	Restaurants
3872	MM42184ZD	Buy from Family Restaurants/Steak Houses on Weekdays- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3873	MM61898ZC	Buy from Family Restaurants/Steak Houses on Weekdays- 6mo (Adult)	Restaurants
3874	MM42186ZC	Buy from Family Restaurants/Steak Houses on Weekends- 1mo (Adult)	Restaurants
3875	MM42186ZD	Buy from Family Restaurants/Steak Houses on Weekends- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3876	MM61899ZC	Buy from Family Restaurants/Steak Houses on Weekends- 6mo (Adult)	Restaurants
3877	MMO3297ZC	Buy from Fast Food Restaurant- Child Decides- 6mo (Adult)	Restaurants
3878	MM42261ZC	Buy from Fast Food Breakfast Restaurant- 6mo (Adult)	Restaurants
3879	MM50829ZC	Buy from Fast Food Burger Restaurant- 6mo (Adult)	Restaurants
3880	MM50210ZC	Buy from Fast Food Burgers/Hot Dogs Restaurant- 1mo (Adult)	Restaurants
3881	MM50210ZD	Buy from Fast Food Burgers/Hot Dogs Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3882	MM50212ZC	Buy from Fast Food Chicken Restaurant- 1mo (Adult)	Restaurants
3883	MM50212ZD	Buy from Fast Food Chicken Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3884	MM42783ZC	Buy from Fast Food Chicken Restaurant- 6mo (Adult)	Restaurants
3885	MM42293ZC	Buy from Fast Food Deli Restaurant- 6mo (Adult)	Restaurants
3886	MM50219ZC	Buy from Fast Food Mexican Restaurant- 1mo (Adult)	Restaurants
3887	MM50219ZD	Buy from Fast Food Mexican Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3888	MM42295ZC	Buy from Fast Food Mexican Restaurant- 6mo (Adult)	Restaurants
3889	MM50221ZC	Buy from Fast Food Pizza/Pasta Restaurant- 1mo (Adult)	Restaurants
3890	MM50221ZD	Buy from Fast Food Pizza/Pasta Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3891	MM50223ZC	Buy from Fast Food Sandwich Restaurant- 1mo (Adult)	Restaurants
3892	MM50223ZD	Buy from Fast Food Sandwich Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3893	MM42296ZC	Buy from Fast Food Seafood Restaurant- 6mo (Adult)	Restaurants
3894	MM50227ZC	Buy from Fast Food Snack Restaurant- 1mo (Adult)	Restaurants
3895	MM50227ZD	Buy from Fast Food Snack Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3896	MM42297ZC	Buy from Fast Food Subs Restaurant- 6mo (Adult)	Restaurants
3897	MMO3164ZC	Buy from A&W- 6mo (Adult)	Restaurants
3898	MMO3165ZC	Buy from Any Fast Food Restaurant- 1mo (Adult)	Restaurants
3899	MMO3165ZD	Buy from Any Fast Food Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3900	MMO3168ZC	Buy from Any Fast Food Restaurants- 6mo (Adult)	Restaurants
3901	MMO3169ZC	Buy from Applebee's- 1mo (Adult)	Restaurants
3902	MMO3169ZD	Buy from Applebee's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3903	MMO3172ZC	Buy from Applebee's- 6mo (Adult)	Restaurants
3904	MMO3173ZC	Buy from Arby's- 1mo (Adult)	Restaurants
3905	MMO3173ZD	Buy from Arby's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3906	MMO3176ZC	Buy from Arby's- 6mo (Adult)	Restaurants
3907	MMO4557ZC	Buy from Au Bon Pain- 6mo (Adult)	Restaurants
3908	MMO8185ZC	Buy from Baja Fresh Mexican Grill- 6mo (Adult)	Restaurants
3909	MM42778ZC	Buy from Baskin-Robbins- 6mo (Adult)	Restaurants
3910	MM42779ZC	Buy from Ben & Jerrys- 6mo (Adult)	Restaurants
3911	MMO3184ZC	Buy from Benihana- 6mo (Adult)	Restaurants
3912	MMO3192ZC	Buy from Bertucci's- 6mo (Adult)	Restaurants
3913	MMO3204ZC	Buy from Big Boy- 6mo (Adult)	Restaurants
3914	MMO3197ZC	Buy from Bob Evan's Farm- 1mo (Adult)	Restaurants
3915	MMO3197ZD	Buy from Bob Evan's Farm- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3916	MMO3200ZC	Buy from Bob Evan's Farm- 6mo (Adult)	Restaurants
3917	MMO3209ZC	Buy from Boston Market- 1mo (Adult)	Restaurants
3918	MMO3209ZD	Buy from Boston Market- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3919	MMO3212ZC	Buy from Boston Market- 6mo (Adult)	Restaurants
3920	MM42196ZC	Buy from Buffalo Wild Wings- 1mo (Adult)	Restaurants
3921	MM42196ZD	Buy from Buffalo Wild Wings- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3922	MM61929ZC	Buy from Buffalo Wild Wings- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3923	MM03217ZC	Buy from Burger King- 1mo (Adult)	Restaurants
3924	MM03217ZD	Buy from Burger King- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3925	MM03220ZC	Buy from Burger King- 6mo (Adult)	Restaurants
3926	MM03221ZC	Buy from California Pizza Kitchen- 1mo (Adult)	Restaurants
3927	MM03221ZD	Buy from California Pizza Kitchen- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3928	MM03224ZC	Buy from California Pizza Kitchen- 6mo (Adult)	Restaurants
3929	MM03225ZC	Buy from Captain D's- 1mo (Adult)	Restaurants
3930	MM03225ZD	Buy from Captain D's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3931	MM03228ZC	Buy from Captain D's- 6mo (Adult)	Restaurants
3932	MM03232ZC	Buy from Carl's Jr.- 6mo (Adult)	Restaurants
3933	MM42198ZC	Buy from Carrabba's Italian Grill- 1mo (Adult)	Restaurants
3934	MM42198ZD	Buy from Carrabba's Italian Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3935	MM61930ZC	Buy from Carrabba's Italian Grill- 6mo (Adult)	Restaurants
3936	MM03236ZC	Buy from Checkers- 6mo (Adult)	Restaurants
3937	MM03237ZC	Buy from Cheesecake Factory- 1mo (Adult)	Restaurants
3938	MM03237ZD	Buy from Cheesecake Factory- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3939	MM03240ZC	Buy from Cheesecake Factory- 6mo (Adult)	Restaurants
3940	MM03249ZC	Buy from Chick-Fil-A- 1mo (Adult)	Restaurants
3941	MM03249ZD	Buy from Chick-Fil-A- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3942	MM03252ZC	Buy from Chick-Fil-A- 6mo (Adult)	Restaurants
3943	MM03253ZC	Buy from Chili's Grill & Bar- 1mo (Adult)	Restaurants
3944	MM03253ZD	Buy from Chili's Grill & Bar- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3945	MM03256ZC	Buy from Chili's Grill & Bar- 6mo (Adult)	Restaurants
3946	MM04558ZC	Buy from Chipotle Mexican Grill- 1mo (Adult)	Restaurants
3947	MM04558ZD	Buy from Chipotle Mexican Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3948	MM04560ZC	Buy from Chipotle Mexican Grill- 6mo (Adult)	Restaurants
3949	MM03257ZC	Buy from Chuck E Cheese- 1mo (Adult)	Restaurants
3950	MM03257ZD	Buy from Chuck E Cheese- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3951	MM03260ZC	Buy from Chuck E Cheese- 6mo (Adult)	Restaurants
3952	MM03261ZC	Buy from Church's Fried Chicken- 6mo (Adult)	Restaurants
3953	MM61933ZC	Buy from Cold Stone Creamery- 1mo (Adult)	Restaurants
3954	MM61933ZD	Buy from Cold Stone Creamery- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3955	MM50214ZC	Buy from Cold Stone Creamery- 6mo (Adult)	Restaurants
3956	MM03268ZC	Buy from Cracker Barrel- 6mo (Adult)	Restaurants
3957	MM61935ZC	Buy from Culver's - 1mo (Adult)	Restaurants
3958	MM61935ZD	Buy from Culver's - 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3959	MM61936ZC	Buy from Culver's - 6mo (Adult)	Restaurants
3960	MM03269ZC	Buy from Dairy Queen- 1mo (Adult)	Restaurants
3961	MM03269ZD	Buy from Dairy Queen- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3962	MM03272ZC	Buy from Dairy Queen- 6mo (Adult)	Restaurants
3963	MM61937ZC	Buy from Dave & Buster's- 6mo (Adult)	Restaurants
3964	MM03273ZC	Buy from Del Taco- 1mo (Adult)	Restaurants
3965	MM03273ZD	Buy from Del Taco- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3966	MM03276ZC	Buy from Del Taco- 6mo (Adult)	Restaurants
3967	MM03280ZC	Buy from Denny's- 6mo (Adult)	Restaurants
3968	MM03284ZC	Buy from Domino's Pizza- 6mo (Adult)	Restaurants
3969	MM03285ZC	Buy from Dunkin Donuts- 1mo (Adult)	Restaurants
3970	MM03285ZD	Buy from Dunkin Donuts- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3971	MM03288ZC	Buy from Dunkin Donuts- 6mo (Adult)	Restaurants
3972	MM04561ZC	Buy from Einstein Brother's Bagel Shop- 1mo (Adult)	Restaurants
3973	MM04561ZD	Buy from Einstein Brother's Bagel Shop- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3974	MM04563ZC	Buy from Einstein Brother's Bagel Shop- 6mo (Adult)	Restaurants
3975	MM42781ZC	Buy from El Pollo Loco- 6mo (Adult)	Restaurants
3976	MM61939ZC	Buy from El Pollo Loco-1mo (Adult)	Restaurants
3977	MM61939ZD	Buy from El Pollo Loco-1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3978	MM03301ZC	Buy from Friendly's- 6mo (Adult)	Restaurants
3979	MM03313ZC	Buy from Golden Corral- 6mo (Adult)	Restaurants
3980	MM03314ZC	Buy from Hardee's- 1mo (Adult)	Restaurants
3981	MM03314ZD	Buy from Hardee's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3982	MM03317ZC	Buy from Hardee's- 6mo (Adult)	Restaurants
3983	MM03321ZC	Buy from Hooters- 6mo (Adult)	Restaurants
3984	MM03325ZC	Buy from Houlihan's- 6mo (Adult)	Restaurants
3985	MM03333ZC	Buy from International House of Pancakes (IHOP)- 6mo (Adult)	Restaurants
3986	MM03334ZC	Buy from Jack-in-the-Box- 1mo (Adult)	Restaurants
3987	MM03334ZD	Buy from Jack-in-the-Box- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3988	MM03337ZC	Buy from Jack-in-the-Box- 6mo (Adult)	Restaurants
3989	MM61944ZC	Buy from Jimmy John's- 1mo (Adult)	Restaurants
3990	MM61944ZD	Buy from Jimmy John's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3991	MM61946ZC	Buy from Jimmy John's- 6mo (Adult)	Restaurants
3992	MM04569ZC	Buy from Joe's Crab Shack- 6mo (Adult)	Restaurants
3993	MM42777ZC	Buy from KFC- 1mo (Adult)	Restaurants
3994	MM42777ZD	Buy from KFC- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3995	MM03341ZC	Buy from KFC- 6mo (Adult)	Restaurants
3996	MM04602ZC	Buy from Krispy Kreme Doughnuts- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3997	MM03345ZC	Buy from Krystal's Hamburgers- 6mo (Adult)	Restaurants
3998	MM03346ZC	Buy from Little Caesar's- 1mo (Adult)	Restaurants
3999	MM03346ZD	Buy from Little Caesar's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4000	MM03349ZC	Buy from Little Caesar's- 6mo (Adult)	Restaurants
4001	MM42215ZC	Buy from Logan's Roadhouse- 1mo (Adult)	Restaurants
4002	MM42215ZD	Buy from Logan's Roadhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4003	MM61947ZC	Buy from Logan's Roadhouse- 6mo (Adult)	Restaurants
4004	MM03357ZC	Buy from Long John Silver's- 6mo (Adult)	Restaurants
4005	MM42217ZC	Buy from LongHorn Steakhouse- 1mo (Adult)	Restaurants
4006	MM42217ZD	Buy from LongHorn Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4007	MM61948ZC	Buy from LongHorn Steakhouse- 6mo (Adult)	Restaurants
4008	MM03358ZC	Buy from McDonald's- 1mo (Adult)	Restaurants
4009	MM03358ZD	Buy from McDonald's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4010	MM03361ZC	Buy from McDonald's- 6mo (Adult)	Restaurants
4011	MM61950ZC	Buy from O'Charley's- 6mo (Adult)	Restaurants
4012	MM61951ZC	Buy from Old Country Buffet- 6mo (Adult)	Restaurants
4013	MM03367ZC	Buy from Olive Garden- 1mo (Adult)	Restaurants
4014	MM03367ZD	Buy from Olive Garden- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4015	MM03370ZC	Buy from Olive Garden- 6mo (Adult)	Restaurants
4016	MM61952ZC	Buy from On The Border- 6mo (Adult)	Restaurants
4017	MM61953ZC	Buy from Other- 6mo (Adult)	Restaurants
4018	MM61954ZC	Buy from Other Fast Food/Drive-In- 1mo (Adult)	Restaurants
4019	MM61954ZD	Buy from Other Fast Food/Drive-In- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4020	MM03371ZC	Buy from Outback Steakhouse- 1mo (Adult)	Restaurants
4021	MM03371ZD	Buy from Outback Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4022	MM03374ZC	Buy from Outback Steakhouse- 6mo (Adult)	Restaurants
4023	MM61957ZC	Buy from Panda Express- 1mo (Adult)	Restaurants
4024	MM61957ZD	Buy from Panda Express- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4025	MM61959ZC	Buy from Panda Express- 6mo (Adult)	Restaurants
4026	MM61960ZC	Buy from Panera Bread- 1mo (Adult)	Restaurants
4027	MM61960ZD	Buy from Panera Bread- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4028	MM42785ZC	Buy from Panera Bread- 6mo (Adult)	Restaurants
4029	MM03376ZC	Buy from Papa John's- 1mo (Adult)	Restaurants
4030	MM03376ZD	Buy from Papa John's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4031	MM03379ZC	Buy from Papa John's- 6mo (Adult)	Restaurants
4032	MM42786ZC	Buy from Papa Murphy's- 6mo (Adult)	Restaurants
4033	MM42229ZC	Buy from Perkins- 1mo (Adult)	Restaurants
4034	MM42229ZD	Buy from Perkins- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4035	MM03380ZC	Buy from Pizza Hut- 1mo (Adult)	Restaurants
4036	MM03380ZD	Buy from Pizza Hut- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4037	MM03383ZC	Buy from Pizza Hut- 6mo (Adult)	Restaurants
4038	MM03395ZC	Buy from Popeyes- 6mo (Adult)	Restaurants
4039	MM61965ZC	Buy from Qdoba Mexican Grill- 1mo (Adult)	Restaurants
4040	MM61965ZD	Buy from Qdoba Mexican Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4041	MM03399ZC	Buy from Quiznos- 6mo (Adult)	Restaurants
4042	MM03404ZC	Buy from Red Lobster- 1mo (Adult)	Restaurants
4043	MM03404ZD	Buy from Red Lobster- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4044	MM03407ZC	Buy from Red Lobster- 6mo (Adult)	Restaurants
4045	MM42231ZC	Buy from Red Robin- 1mo (Adult)	Restaurants
4046	MM42231ZD	Buy from Red Robin- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4047	MM61968ZC	Buy from Red Robin- 6mo (Adult)	Restaurants
4048	MM04572ZC	Buy from Romano's Macaroni Grill- 6mo (Adult)	Restaurants
4049	MM03411ZC	Buy from Round Table Pizza- 6mo (Adult)	Restaurants
4050	MM03419ZC	Buy from Ruby Tuesday- 6mo (Adult)	Restaurants
4051	MM04600ZC	Buy From Ruth's Chris Steak House- 6mo (Adult)	Restaurants
4052	MM42787ZC	Buy from Sbarro- 6mo (Adult)	Restaurants
4053	MM04575ZC	Buy from Schlotzsky's Deli- 6mo (Adult)	Restaurants
4054	MM03428ZC	Buy from Sonic Drive-in- 1mo (Adult)	Restaurants
4055	MM03428ZD	Buy from Sonic Drive-in- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4056	MM03431ZC	Buy from Sonic Drive-in- 6mo (Adult)	Restaurants
4057	MM04611ZC	Buy from Starbucks- 1mo (Adult)	Restaurants
4058	MM04611ZD	Buy from Starbucks- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4059	MM04603ZC	Buy from Starbucks- 6mo (Adult)	Restaurants
4060	MM42788ZC	Buy from Steak N Shake- 6mo (Adult)	Restaurants
4061	MM03436ZC	Buy from Subway- 1mo (Adult)	Restaurants
4062	MM03436ZD	Buy from Subway- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4063	MM03439ZC	Buy from Subway- 6mo (Adult)	Restaurants
4064	MM03440ZC	Buy from T.G.I. Friday's- 1mo (Adult)	Restaurants
4065	MM03440ZD	Buy from T.G.I. Friday's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4066	MM03443ZC	Buy from T.G.I. Friday's- 6mo (Adult)	Restaurants
4067	MM03444ZC	Buy from Taco Bell- 1mo (Adult)	Restaurants
4068	MM03444ZD	Buy from Taco Bell- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4069	MM03447ZC	Buy from Taco Bell- 6mo (Adult)	Restaurants
4070	MM50217ZC	Buy from Taco Johns- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4071	MM42237ZC	Buy from Texas Roadhouse- 1mo (Adult)	Restaurants
4072	MM42237ZD	Buy from Texas Roadhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4073	MM61976ZC	Buy from Texas Roadhouse- 6mo (Adult)	Restaurants
4074	MM61977ZC	Buy from Tim Hortons- 1mo (Adult)	Restaurants
4075	MM61977ZD	Buy from Tim Hortons- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4076	MM61979ZC	Buy from Tim Hortons- 6mo (Adult)	Restaurants
4077	MM61980ZC	Buy from Uno Chicago Grill- 6mo (Adult)	Restaurants
4078	MM03460ZC	Buy from Wendy's- 1mo (Adult)	Restaurants
4079	MM03460ZD	Buy from Wendy's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4080	MM03463ZC	Buy from Wendy's- 6mo (Adult)	Restaurants
4081	MM03467ZC	Buy from Whataburger- 6mo (Adult)	Restaurants
4082	MM61985ZC	Buy from Zaxby's- 1mo (Adult)	Restaurants
4083	MM61985ZD	Buy from Zaxby's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4084	MM50218ZC	Buy from Zaxby's- 6mo (Adult)	Restaurants
4085	MM03472ZC	Dine Out- <1 Times/mo- 1yr (Adult)	Restaurants
4086	MM03473ZC	Dine Out- 1+ Times/wk- 1yr (Adult)	Restaurants
4087	MM03474ZC	Dine Out- 1-3 Times/mo- 1yr (Adult)	Restaurants
4088	MM03475ZC	Dine Out- 1yr (Adult)	Restaurants
4089	MM42814ZC	Buy VISA Gift Cards/Prepaid Cards- 6mo (Adult)	Retailers & Shopping
4090	MM42814ZD	Buy VISA Gift Cards/Prepaid Cards- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4091	MM42812ZC	Buy Any Gift Cards/Prepaid Cards- 6mo (Adult)	Retailers & Shopping
4092	MM42812ZD	Buy Any Gift Cards/Prepaid Cards- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4093	MM42820ZC	Buy Gift Cards/Prepaid Cards \$100+ - 6mo (Adult)	Retailers & Shopping
4094	MM42819ZC	Buy Gift Cards/Prepaid Cards <\$100- 6mo (Adult)	Retailers & Shopping
4095	MM42818ZC	Buy Gift Cards/Prepaid Cards 7+ Times- 6mo (Adult)	Retailers & Shopping
4096	MM50574ZC	Buy Gift Cards/Prepaid Cards from Book Store- 6mo (Adult)	Retailers & Shopping
4097	MM50574ZD	Buy Gift Cards/Prepaid Cards from Book Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4098	MM50576ZC	Buy Gift Cards/Prepaid Cards from Coffee Shop/Store - 6mo (Adult)	Retailers & Shopping
4099	MM50576ZD	Buy Gift Cards/Prepaid Cards from Coffee Shop/Store - 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4100	MM50578ZC	Buy Gift Cards/Prepaid Cards from Department Store- 6mo (Adult)	Retailers & Shopping
4101	MM50578ZD	Buy Gift Cards/Prepaid Cards from Department Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4102	MM50580ZC	Buy Gift Cards/Prepaid Cards from Discount Store- 6mo (Adult)	Retailers & Shopping
4103	MM50580ZD	Buy Gift Cards/Prepaid Cards from Discount Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4104	MM50582ZC	Buy Gift Cards/Prepaid Cards from Electronics Store- 6mo (Adult)	Retailers & Shopping
4105	MM50582ZD	Buy Gift Cards/Prepaid Cards from Electronics Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4106	MM50584ZC	Buy Gift Cards/Prepaid Cards from Mall- 6mo (Adult)	Retailers & Shopping
4107	MM50584ZD	Buy Gift Cards/Prepaid Cards from Mall- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4108	MM50586ZC	Buy Gift Cards/Prepaid Cards from Restaurant - 6mo (Adult)	Retailers & Shopping
4109	MM50586ZD	Buy Gift Cards/Prepaid Cards from Restaurant - 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4110	MM03476ZC	Make In-Home Clothing Purchase- 6mo (Adult)	Retailers & Shopping
4111	MM03477ZC	Make In-Home Cosmetics Purchase- 6mo (Adult)	Retailers & Shopping
4112	MM03478ZC	Make In-Home Housewares Purchase- 6mo (Adult)	Retailers & Shopping
4113	MM50847ZC	Make In-Home Purchase \$150- 6mo (Adult)	Retailers & Shopping
4114	MM50846ZC	Make In-Home Purchase \$75-\$149- 6mo (Adult)	Retailers & Shopping
4115	MM50845ZC	Make In-Home Purchase <\$50- 6mo (Adult)	Retailers & Shopping
4116	MM03481ZC	Make In-Home Purchase- 6mo (Adult)	Retailers & Shopping
4117	MM03483ZC	Make In-Home Purchase- Avon- 6mo (Adult)	Retailers & Shopping
4118	MM03487ZC	Order Any Items by Internet- \$200+- 1yr (Adult)	Retailers & Shopping
4119	MM03488ZC	Order Any Items by Internet- \$50+- 1yr (Adult)	Retailers & Shopping
4120	MM03489ZC	Order Any Items by Internet- <\$50- 1yr (Adult)	Retailers & Shopping
4121	MM03490ZC	Order Any Items by Internet- 1yr (Adult)	Retailers & Shopping
4122	MM42815ZC	Order Any Items by Mail/Phone- \$200+- 1yr (Adult)	Retailers & Shopping
4123	MM42816ZC	Order Any Items by Mail/Phone- \$50+- 1yr (Adult)	Retailers & Shopping
4124	MM42804ZC	Order Any Items by Mail/Phone- <\$50- 1yr (Adult)	Retailers & Shopping
4125	MM42817ZC	Order Any Items by Mail/Phone- 1yr (Adult)	Retailers & Shopping
4126	MM62051ZC	Order from 1800flowers.com- 1yr (Adult)	Retailers & Shopping
4127	MM03501ZC	Order from amazon.com- 1yr (Adult)	Retailers & Shopping
4128	MM62052ZC	Order from American Eagle Outfitters (ae.com)- 1yr (Adult)	Retailers & Shopping
4129	MM50231ZC	Order from Avon Catalog- 1yr (Adult)	Retailers & Shopping
4130	MM03504ZC	Order from barnesandnoble.com- 1yr (Adult)	Retailers & Shopping
4131	MM62053ZC	Order from BathandBodyWorks.com- 1yr (Adult)	Retailers & Shopping
4132	MM62054ZC	Order from BedBathandBeyond.com- 1yr (Adult)	Retailers & Shopping
4133	MM62055ZC	Order from Bestbuy.com- 1yr (Adult)	Retailers & Shopping
4134	MM62056ZC	Order from costco.com- 1yr (Adult)	Retailers & Shopping
4135	MM62057ZC	Order from cvs.com- 1yr (Adult)	Retailers & Shopping
4136	MM62058ZC	Order from dell.com- 1yr (Adult)	Retailers & Shopping
4137	MM03512ZC	Order from ebay.com- 1yr (Adult)	Retailers & Shopping
4138	MM62059ZC	Order from ediblearrangements.com- 1yr (Adult)	Retailers & Shopping
4139	MM07210ZC	Order from expedia.com- 1yr (Adult)	Retailers & Shopping
4140	MM41228ZC	Order from gap.com- 1yr (Adult)	Retailers & Shopping
4141	MM62060ZC	Order from homedepot.com- 1yr (Adult)	Retailers & Shopping
4142	MM41227ZC	Order from hotels.com- 1yr (Adult)	Retailers & Shopping
4143	MM62061ZC	Order from hotwire.com- 1yr (Adult)	Retailers & Shopping
4144	MM62062ZC	Order from itunes.com (Apple Store)- 1yr (Adult)	Retailers & Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4145	MM62063ZC	Order from khols.com- 1yr (Adult)	Retailers & Shopping
4146	MM62064ZC	Order from kmart.com- 1yr (Adult)	Retailers & Shopping
4147	MM50234ZC	Order from L.L.Bean Catalog- 1yr (Adult)	Retailers & Shopping
4148	MM62065ZC	Order from lowes.com- 1yr (Adult)	Retailers & Shopping
4149	MM41229ZC	Order from oldnavy.com- 1yr (Adult)	Retailers & Shopping
4150	MM07215ZC	Order from orbitz.com- 1yr (Adult)	Retailers & Shopping
4151	MM50237ZC	Order from Other Catalog or Mail Order Service Catalog- 1yr (Adult)	Retailers & Shopping
4152	MM50238ZC	Order from Other Department/Specialty Store Catalog- 1yr (Adult)	Retailers & Shopping
4153	MM62066ZC	Order from Other Internet Site- 1yr (Adult)	Retailers & Shopping
4154	MM62067ZC	Order from overstock.com- 1yr (Adult)	Retailers & Shopping
4155	MM03525ZC	Order from priceline.com- 1yr (Adult)	Retailers & Shopping
4156	MM50239ZC	Order from QVC Catalog- 1yr (Adult)	Retailers & Shopping
4157	MM41230ZC	Order from sears.com- 1yr (Adult)	Retailers & Shopping
4158	MM62069ZC	Order from stubhub.com- 1yr (Adult)	Retailers & Shopping
4159	MM07220ZC	Order from target.com- 1yr (Adult)	Retailers & Shopping
4160	MM62070ZC	Order from tavelocity.com- 1yr (Adult)	Retailers & Shopping
4161	MM62071ZC	Order from ticketmaster.com- 1yr (Adult)	Retailers & Shopping
4162	MM62072ZC	Order from toysrus.com- 1yr (Adult)	Retailers & Shopping
4163	MM62073ZC	Order from walgreens.com- 1yr (Adult)	Retailers & Shopping
4164	MM03531ZC	Order from Walmart.com- 1yr (Adult)	Retailers & Shopping
4165	MM41231ZC	Order from zappos.com- 1yr (Adult)	Retailers & Shopping
4166	MM62124ZC	Shop at Abercrombie & Fitch- 3mo (Adult)	Retailers & Shopping
4167	MM03532ZC	Shop at Ace Hardware- 1yr (Adult)	Retailers & Shopping
4168	MM62125ZC	Shop at American Eagle Outfitters- 3mo (Adult)	Retailers & Shopping
4169	MM03533ZC	Shop at Ann Taylor- 3mo (Adult)	Retailers & Shopping
4170	MM03534ZC	Shop at Banana Republic- 3mo (Adult)	Retailers & Shopping
4171	MM03535ZC	Shop at Bath & Body Works- 3mo (Adult)	Retailers & Shopping
4172	MM62130ZC	Shop at Bealls- 3mo (Adult)	Retailers & Shopping
4173	MM62131ZC	Shop at Bed Bath & Beyond- 3mo (Adult)	Retailers & Shopping
4174	MM62132ZC	Shop at Belk- 3mo (Adult)	Retailers & Shopping
4175	MM03536ZC	Shop at Best Buy- 1yr (Adult)	Retailers & Shopping
4176	MM62138ZC	Shop at Big Lots- 3mo (Adult)	Retailers & Shopping
4177	MM03537ZC	Shop at BJ's Wholesale Club- 6mo (Adult)	Retailers & Shopping
4178	MM03538ZC	Shop at Bloomingdale's- 3mo (Adult)	Retailers & Shopping
4179	MM62141ZC	Shop at Body Shop- 3mo (Adult)	Retailers & Shopping
4180	MM62142ZC	Shop at Burlington Coat Factory- 3mo (Adult)	Retailers & Shopping
4181	MM62143ZC	Shop at Champs Sports- 3mo (Adult)	Retailers & Shopping
4182	MM62144ZC	Shop at Chico's- 3mo (Adult)	Retailers & Shopping
4183	MM03541ZC	Shop at Costco- 6mo (Adult)	Retailers & Shopping
4184	MM07295ZC	Shop at Crate & Barrel- 3mo (Adult)	Retailers & Shopping
4185	MM42792ZC	Shop at CVS Pharmacy/Long Drugs- 6mo (Adult)	Retailers & Shopping
4186	MM62148ZC	Shop at Dick's Sporting Goods- 3mo (Adult)	Retailers & Shopping
4187	MM62149ZC	Shop at Dillard's- 3mo (Adult)	Retailers & Shopping
4188	MM62150ZC	Shop at Dollar General- 3mo (Adult)	Retailers & Shopping
4189	MM62154ZC	Shop at Dollar Tree- 3mo (Adult)	Retailers & Shopping
4190	MM62158ZC	Shop at Dress Barn- 3mo (Adult)	Retailers & Shopping
4191	MM62159ZC	Shop at DSW- 3mo (Adult)	Retailers & Shopping
4192	MM03544ZC	Shop at Eddie Bauer- 3mo (Adult)	Retailers & Shopping
4193	MM03546ZC	Shop at Express- 3mo (Adult)	Retailers & Shopping
4194	MM62160ZC	Shop at Family Dollar- 3mo (Adult)	Retailers & Shopping
4195	MM62163ZC	Shop at Famous Footwear- 3mo (Adult)	Retailers & Shopping
4196	MM03549ZC	Shop at FedEx Office- 1yr (Adult)	Retailers & Shopping
4197	MM62164ZC	Shop at Finish Line- 3mo (Adult)	Retailers & Shopping
4198	MM62165ZC	Shop at Foot Locker- 3mo (Adult)	Retailers & Shopping
4199	MM62166ZC	Shop at Forever 21- 3mo (Adult)	Retailers & Shopping
4200	MM62167ZC	Shop at Fred's- 3mo (Adult)	Retailers & Shopping
4201	MM62168ZC	Shop at H&M- 3mo (Adult)	Retailers & Shopping
4202	MM62169ZC	Shop at Hallmark Gold Crown- 3mo (Adult)	Retailers & Shopping
4203	MM62170ZC	Shop at Hollister- 3mo (Adult)	Retailers & Shopping
4204	MM03547ZC	Shop at Home Depot- 1yr (Adult)	Retailers & Shopping
4205	MM62171ZC	Shop at J.Crew- 3mo (Adult)	Retailers & Shopping
4206	MM03548ZC	Shop at JCPenney- 3mo (Adult)	Retailers & Shopping
4207	MM62174ZC	Shop at Jo-Ann Fabric and Craft- 3mo (Adult)	Retailers & Shopping
4208	MM03550ZC	Shop at Kmart- 3mo (Adult)	Retailers & Shopping
4209	MM03551ZC	Shop at Kohl's- 3mo (Adult)	Retailers & Shopping
4210	MM03552ZC	Shop at Lane Bryant- 3mo (Adult)	Retailers & Shopping
4211	MM03556ZC	Shop at Lord & Taylor- 3mo (Adult)	Retailers & Shopping
4212	MM03557ZC	Shop at Lowe's- 1yr (Adult)	Retailers & Shopping
4213	MM03558ZC	Shop at Macy's- 3mo (Adult)	Retailers & Shopping
4214	MM62183ZC	Shop at Men's Wearhouse- 3mo (Adult)	Retailers & Shopping
4215	MM62184ZC	Shop at Michaels- 3mo (Adult)	Retailers & Shopping
4216	MM62185ZC	Shop at Military Exchange- 3mo (Adult)	Retailers & Shopping
4217	MM03560ZC	Shop at Neiman Marcus- 3mo (Adult)	Retailers & Shopping
4218	MM62186ZC	Shop at New York & Company- 3mo (Adult)	Retailers & Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4219	MM03561ZC	Shop at Nordstrom- 3mo (Adult)	Retailers & Shopping
4220	MM03562ZC	Shop at Office Depot- 1yr (Adult)	Retailers & Shopping
4221	MM03563ZC	Shop at Office Max- 1yr (Adult)	Retailers & Shopping
4222	MM03564ZC	Shop at Old Navy- 3mo (Adult)	Retailers & Shopping
4223	MM62187ZC	Shop at PacSun- 3mo (Adult)	Retailers & Shopping
4224	MM62188ZC	Shop at Payless- 3mo (Adult)	Retailers & Shopping
4225	MM62189ZC	Shop at Pier 1 Imports- 3mo (Adult)	Retailers & Shopping
4226	MM07300ZC	Shop at Pottery Barn- 3mo (Adult)	Retailers & Shopping
4227	MM50241ZC	Shop at RAC Rent-A-Center- 1yr (Adult)	Retailers & Shopping
4228	MM50588ZC	Shop at Rite Aid Pharmacy- 6mo (Adult)	Retailers & Shopping
4229	MM62192ZC	Shop at Ross Stores- 3mo (Adult)	Retailers & Shopping
4230	MM03568ZC	Shop at Saks Fifth Avenue- 3mo (Adult)	Retailers & Shopping
4231	MM03569ZC	Shop at Sam's Club- 6mo (Adult)	Retailers & Shopping
4232	MM03571ZC	Shop at Sears- 3mo (Adult)	Retailers & Shopping
4233	MM03570ZC	Shop at Sears Hardware- 1yr (Adult)	Retailers & Shopping
4234	MM62195ZC	Shop at Sephora- 3mo (Adult)	Retailers & Shopping
4235	MM03572ZC	Shop at Sherwin Williams- 1yr (Adult)	Retailers & Shopping
4236	MM62196ZC	Shop at Shoe Carnival- 3mo (Adult)	Retailers & Shopping
4237	MM62197ZC	Shop at Sports Authority- 3mo (Adult)	Retailers & Shopping
4238	MM03574ZC	Shop at Staples- 1yr (Adult)	Retailers & Shopping
4239	MM03576ZC	Shop at Tailbots- 3mo (Adult)	Retailers & Shopping
4240	MM03577ZC	Shop at Target- 3mo (Adult)	Retailers & Shopping
4241	MM50243ZC	Shop at Target Pharmacy- 6mo (Adult)	Retailers & Shopping
4242	MM03543ZC	Shop at The Disney Store- 3mo (Adult)	Retailers & Shopping
4243	MM03579ZC	Shop at The Gap- 3mo (Adult)	Retailers & Shopping
4244	MM03582ZC	Shop at TJ Maxx- 3mo (Adult)	Retailers & Shopping
4245	MM62203ZC	Shop at Toys R Us- 3mo (Adult)	Retailers & Shopping
4246	MM42791ZC	Shop at Tractor Supply Company- 1yr (Adult)	Retailers & Shopping
4247	MM03583ZC	Shop at True Value- 1yr (Adult)	Retailers & Shopping
4248	MM03584ZC	Shop at Victoria's Secret- 3mo (Adult)	Retailers & Shopping
4249	MM03585ZC	Shop at Walgreens- 6mo (Adult)	Retailers & Shopping
4250	MM03587ZC	Shop at Wal-Mart- 3mo (Adult)	Retailers & Shopping
4251	MM03586ZC	Shop at Wal-Mart Pharmacy- 6mo (Adult)	Retailers & Shopping
4252	MM62212ZC	Shop at Williams-Sonoma- 3mo (Adult)	Retailers & Shopping
4253	MM62213ZC	Shop for Clothing at Department Store- 6mo (Adult)	Retailers & Shopping
4254	MM62214ZC	Shop for Clothing at Discount Store- 6mo (Adult)	Retailers & Shopping
4255	MM62217ZC	Shop for Clothing Online- 6mo (Adult)	Retailers & Shopping
4256	MM62218ZC	Shop for Cosmetics at Department Store- 6mo (Adult)	Retailers & Shopping
4257	MM62219ZC	Shop for Cosmetics at Discount Store- 6mo (Adult)	Retailers & Shopping
4258	MM62220ZC	Shop for Cosmetics Online- 6mo (Adult)	Retailers & Shopping
4259	MM62221ZC	Shop for Perfume/Cologne at Department Store- 6mo (Adult)	Retailers & Shopping
4260	MM62222ZC	Shop for Perfume/Cologne at Discount Store- 6mo (Adult)	Retailers & Shopping
4261	MM62223ZC	Shop for Perfume/Cologne at Drug Store- 6mo (Adult)	Retailers & Shopping
4262	MM62224ZC	Shop for Perfume/Cologne at Grocery Store- 6mo (Adult)	Retailers & Shopping
4263	MM62225ZC	Shop for Perfume/Cologne Online- 6mo (Adult)	Retailers & Shopping
4264	MM62229ZC	Shop for Shoes at Department Store- 6mo (Adult)	Retailers & Shopping
4265	MM62230ZC	Shop for Shoes at Discount Store- 6mo (Adult)	Retailers & Shopping
4266	MM62231ZC	Shop for Shoes Online- 6mo (Adult)	Retailers & Shopping
4267	MM62242ZC	Spent on Catalog/Internet/Phone/Mail Shopping:< \$50- 1yr (Adult)	Retailers & Shopping
4268	MM62239ZC	Spent on Catalog/Internet/Phone/Mail Shopping: \$50-\$99- 1yr (Adult)	Retailers & Shopping
4269	MM62237ZC	Spent on Catalog/Internet/Phone/Mail Shopping: \$100-\$199- 1yr (Adult)	Retailers & Shopping
4270	MM62238ZC	Spent on Catalog/Internet/Phone/Mail Shopping: \$200-\$499- 1yr (Adult)	Retailers & Shopping
4271	MM62240ZC	Spent on Catalog/Internet/Phone/Mail Shopping: \$500-\$799- 1yr (Adult)	Retailers & Shopping
4272	MM62241ZC	Spent on Catalog/Internet/Phone/Mail Shopping: \$800+- 1yr (Adult)	Retailers & Shopping
4273	MM62243ZC	Attend Any Sports Events- 1yr (Adult)	Sports & Leisure
4274	MM42086ZC	Attend Art Galleries/Shows- 1yr (Adult)	Sports & Leisure
4275	MM62244ZC	Attend auto shows- 1yr (Adult)	Sports & Leisure
4276	MM62245ZC	Attend classical music/opera perform.- 1yr (Adult)	Sports & Leisure
4277	MM62246ZC	Attend horse races- 1yr (Adult)	Sports & Leisure
4278	MM03588ZC	Belong to a Church Board (Adult)	Sports & Leisure
4279	MM03589ZC	Belong to a Civic Club (Adult)	Sports & Leisure
4280	MM03590ZC	Belong to a Country Club (Adult)	Sports & Leisure
4281	MM03591ZC	Belong to a Fraternal Order (Adult)	Sports & Leisure
4282	MM03592ZC	Belong to a Religious Club (Adult)	Sports & Leisure
4283	MM03593ZC	Belong to a Union (Adult)	Sports & Leisure
4284	MM03594ZC	Belong to a Veterans Club (Adult)	Sports & Leisure
4285	MM50249ZC	Buy 80s Pop Music- 6mo (Adult)	Sports & Leisure
4286	MM03604ZC	Buy Action Figures- 1yr (Adult)	Sports & Leisure
4287	MM03605ZC	Buy Action Games- 1yr (Adult)	Sports & Leisure
4288	MM42117ZC	Buy Alternative Music- 6mo (Adult)	Sports & Leisure
4289	MM03609ZC	Buy Any Books- 1yr (Adult)	Sports & Leisure
4290	MM03609ZD	Buy Any Books- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4291	MM03612ZC	Buy Any Children's Toys- 1yr (Adult)	Sports & Leisure
4292	MM42114ZC	Buy Any Compact Discs (CDs)- 6mo (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4293	MM42831ZC	Buy Any Music & Other Audio- 6mo (Adult)	Sports & Leisure
4294	MM50304ZC	Buy Any Other Type Music and Audio- 6mo (Adult)	Sports & Leisure
4295	MM42118ZC	Buy Audiobooks- 6mo (Adult)	Sports & Leisure
4296	MM42822ZC	Buy Automotive Products by Internet- 1yr (Adult)	Sports & Leisure
4297	MM42833ZC	Buy Automotive Products by Mail/Phone- 1yr (Adult)	Sports & Leisure
4298	MM42119ZC	Buy Blues Music- 6mo (Adult)	Sports & Leisure
4299	MM50252ZC	Buy Books from amazon.com (Adult)	Sports & Leisure
4300	MM50250ZC	Buy Books from barnes&noble.com (Adult)	Sports & Leisure
4301	MM50251ZC	Buy Books from Other Internet/Online Sites (Adult)	Sports & Leisure
4302	MM03621ZC	Buy Builder Sets- 1yr (Adult)	Sports & Leisure
4303	MM03623ZC	Buy Camping Equipment- 1yr (Household)	Sports & Leisure
4304	MM03630ZC	Buy Children's Bicycles- 1yr (Adult)	Sports & Leisure
4305	MM03631ZC	Buy Children's Book- 1yr (Adult)	Sports & Leisure
4306	MM03631ZD	Buy Children's Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4307	MM04584ZC	Buy Children's Toys for Child <6 years old- 1yr (Adult)	Sports & Leisure
4308	MM03637ZC	Buy Children's Toys for Child 6-11 years old- 1yr (Adult)	Sports & Leisure
4309	MM03635ZC	Buy Children's Toys for Child 12-17 years old- 1yr (Adult)	Sports & Leisure
4310	MM42120ZC	Buy Classic Rock Music- 6mo (Adult)	Sports & Leisure
4311	MM42121ZC	Buy Classical Music- 6mo (Adult)	Sports & Leisure
4312	MM03641ZC	Buy Collectables by Internet- 1yr (Adult)	Sports & Leisure
4313	MM42111ZC	Buy Compact Discs (CDs) 1 time- 6mo (Adult)	Sports & Leisure
4314	MM42112ZC	Buy Compact Discs (CDs) 2-4 times- 6mo (Adult)	Sports & Leisure
4315	MM03643ZC	Buy Computer Book- 1yr (Adult)	Sports & Leisure
4316	MM03644ZC	Buy Construction Toys- 1yr (Adult)	Sports & Leisure
4317	MM42122ZC	Buy Contemporary Christian Music- 6mo (Adult)	Sports & Leisure
4318	MM42123ZC	Buy Country Music- 6mo (Adult)	Sports & Leisure
4319	MM03654ZC	Buy Craft Supplies by Internet- 1yr (Adult)	Sports & Leisure
4320	MM42124ZC	Buy Dance Music- 6mo (Adult)	Sports & Leisure
4321	MM03659ZC	Buy Dog Food (Household)	Sports & Leisure
4322	MM03660ZC	Buy Doll Accessories- 1yr (Adult)	Sports & Leisure
4323	MM03661ZC	Buy Doll Clothing- 1yr (Adult)	Sports & Leisure
4324	MM42125ZC	Buy Easy Listening Music- 6mo (Adult)	Sports & Leisure
4325	MM03665ZC	Buy Educational Toys- 1yr (Adult)	Sports & Leisure
4326	MM03667ZC	Buy Electronic Games- 1yr (Adult)	Sports & Leisure
4327	MM03668ZC	Buy Fashion Dolls- 1yr (Adult)	Sports & Leisure
4328	MM03669ZC	Buy Fishing Equipment- 1yr (Adult)	Sports & Leisure
4329	MM03670ZC	Buy Flowers at Flower Shop- 6mo (Adult)	Sports & Leisure
4330	MM03671ZC	Buy Flowers by Internet- 1yr (Adult)	Sports & Leisure
4331	MM42836ZC	Buy Flowers by Mail/Phone- 1yr (Adult)	Sports & Leisure
4332	MM42845ZC	Buy Flowers by Phone/Internet- Any Amount- 6mo (Adult)	Sports & Leisure
4333	MM03678ZC	Buy Greeting Cards- 1mo (Adult)	Sports & Leisure
4334	MM03678ZD	Buy Greeting Cards- 1mo (Adult): Demand Potential (Cards/1mo)	Sports & Leisure
4335	MM03681ZC	Buy Greeting Cards- 6mo (Adult)	Sports & Leisure
4336	MM42129ZC	Buy Hard Rock Music- 6mo (Adult)	Sports & Leisure
4337	MM03685ZC	Buy Hardcover Book- 1yr (Adult)	Sports & Leisure
4338	MM03685ZD	Buy Hardcover Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4339	MM03688ZC	Buy High Ticket Sport Equipment- 1yr (Adult)	Sports & Leisure
4340	MM42130ZC	Buy Hip Hop Music- 6mo (Adult)	Sports & Leisure
4341	MM50851ZC	Buy Indie Audio- 6mo (Adult)	Sports & Leisure
4342	MM03691ZC	Buy Infant Toys- 1yr (Adult)	Sports & Leisure
4343	MM42131ZC	Buy Jazz Music- 6mo (Adult)	Sports & Leisure
4344	MM03696ZC	Buy Large Baby Dolls- 1yr (Adult)	Sports & Leisure
4345	MM62283ZC	Buy Lottery Daily Drawing- 1yr (Adult)	Sports & Leisure
4346	MM62284ZC	Buy Lottery Instant Game (Scratch-off)- 1yr (Adult)	Sports & Leisure
4347	MM62285ZC	Buy Lottery Mega Millions- 1yr (Adult)	Sports & Leisure
4348	MM62286ZC	Buy Lottery Other- 1yr (Adult)	Sports & Leisure
4349	MM62287ZC	Buy Lottery Other Lotto or drawing game- 1yr (Adult)	Sports & Leisure
4350	MM62288ZC	Buy Lottery Powerball- 1yr (Adult)	Sports & Leisure
4351	MM03698ZC	Buy Mechanical Toys- 1yr (Adult)	Sports & Leisure
4352	MM03699ZC	Buy Model Kits- 1yr (Adult)	Sports & Leisure
4353	MM50858ZC	Buy Music & Other Audio from Book Store (Adult)	Sports & Leisure
4354	MM50254ZC	Buy Music & Other Audio from iTunes.com (Adult)	Sports & Leisure
4355	MM50255ZC	Buy Music & Other Audio from Other Internet/Online Sites (Adult)	Sports & Leisure
4356	MM42825ZC	Buy Music from Discount Department Store (Adult)	Sports & Leisure
4357	MM42826ZC	Buy Music from Electronics Store (Adult)	Sports & Leisure
4358	MM42830ZC	Buy Music from Other (Adult)	Sports & Leisure
4359	MM03705ZC	Buy Mystery Book- 1yr (Adult)	Sports & Leisure
4360	MM03705ZD	Buy Mystery Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4361	MM03714ZC	Buy Novel- 1yr (Adult)	Sports & Leisure
4362	MM03714ZD	Buy Novel- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4363	MM03717ZC	Buy Paperback Book- 1yr (Adult)	Sports & Leisure
4364	MM03717ZD	Buy Paperback Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4365	MM03720ZC	Buy Personal/Business Self-Help Books- 1yr (Adult)	Sports & Leisure
4366	MM03720ZD	Buy Personal/Business Self-Help Books- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4367	MM03723ZC	Buy Pet Products by Internet- 1yr (Adult)	Sports & Leisure
4368	MM42839ZC	Buy Pet Products/Supplies by Mail/Phone- 1yr (Adult)	Sports & Leisure
4369	MM03725ZC	Buy Plush Dolls/Animals- 1yr (Adult)	Sports & Leisure
4370	MM42136ZC	Buy Pop/Top 40 Music- 6mo (Adult)	Sports & Leisure
4371	MM03726ZC	Buy Pre-School Toys- 1yr (Adult)	Sports & Leisure
4372	MM42137ZC	Buy R&B Music- 6mo (Adult)	Sports & Leisure
4373	MM42138ZC	Buy Rap Music- 6mo (Adult)	Sports & Leisure
4374	MM03735ZC	Buy Science Fiction Book- 1yr (Adult)	Sports & Leisure
4375	MM03735ZD	Buy Science Fiction Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4376	MM03740ZC	Buy Sleeping Bag- 1yr (Household)	Sports & Leisure
4377	MM42140ZC	Buy Soft Rock Music- 6mo (Adult)	Sports & Leisure
4378	MM50257ZC	Buy Soundtracks- 6mo (Adult)	Sports & Leisure
4379	MM03748ZC	Buy Tennis Equipment- 1yr (Adult)	Sports & Leisure
4380	MM03749ZC	Buy Tent- 1yr (Household)	Sports & Leisure
4381	MM03750ZC	Buy Toy Cars- 1yr (Adult)	Sports & Leisure
4382	MM42824ZC	Buy Toys/Games by Internet- 1yr (Adult)	Sports & Leisure
4383	MM03754ZC	Buy Tricycles- 1yr (Adult)	Sports & Leisure
4384	MM03760ZC	Buy Water Toys- 1yr (Adult)	Sports & Leisure
4385	MM42832ZC	Buy/Rent TV Show Video- 1mo (Adult)	Sports & Leisure
4386	MM03761ZC	Collect Coins- 1yr (Adult)	Sports & Leisure
4387	MM03762ZC	Collect Stamps- 1yr (Adult)	Sports & Leisure
4388	MM03763ZC	Contribute to NPR- 1yr (Adult)	Sports & Leisure
4389	MM07350ZC	Contribute to Organizations \$100-\$249- 1yr (Adult)	Sports & Leisure
4390	MM03764ZC	Contribute to PBS- 1yr (Adult)	Sports & Leisure
4391	MM03765ZC	Do Aerobic Exercise- 1yr (Adult)	Sports & Leisure
4392	MM62308ZC	Do Baking- 1yr (Adult)	Sports & Leisure
4393	MM03767ZC	Do Barbecuing- 1yr (Adult)	Sports & Leisure
4394	MM03768ZC	Do Bird Watching- 1yr (Adult)	Sports & Leisure
4395	MM62309ZC	Do Cooking for fun- 1yr (Adult)	Sports & Leisure
4396	MM62310ZC	Do Crocheting- 6mo (Adult)	Sports & Leisure
4397	MM62311ZC	Do Cross-Stitch- 6mo (Adult)	Sports & Leisure
4398	MM62312ZC	Do Crossword puzzles- 1yr (Adult)	Sports & Leisure
4399	MM03769ZC	Do Entertaining at Home- 1yr (Adult)	Sports & Leisure
4400	MM03770ZC	Do Furniture Refinishing- 1yr (Adult)	Sports & Leisure
4401	MM03771ZC	Do Garment Sewing from Patterns- 6mo (Adult)	Sports & Leisure
4402	MM62313ZC	Do Home decoration and furnishing- 1yr (Adult)	Sports & Leisure
4403	MM03772ZC	Do Indoor Gardening/Plants- 1yr (Adult)	Sports & Leisure
4404	MM62314ZC	Do Knitting- 6mo (Adult)	Sports & Leisure
4405	MM03775ZC	Do Outdoor Gardening- 1yr (Adult)	Sports & Leisure
4406	MM03776ZC	Do Painting/Drawing- 1yr (Adult)	Sports & Leisure
4407	MM03777ZC	Do Photography- 1yr (Adult)	Sports & Leisure
4408	MM62315ZC	Do Pilates- 1yr (Adult)	Sports & Leisure
4409	MM62316ZC	Do Quilting- 6mo (Adult)	Sports & Leisure
4410	MM62317ZC	Do Sewing-General Mending- 6mo (Adult)	Sports & Leisure
4411	MM62318ZC	Do Sudoku Puzzles- 1yr (Adult)	Sports & Leisure
4412	MM03778ZC	Do Weight Lifting- 1yr (Adult)	Sports & Leisure
4413	MM03779ZC	Do Woodworking- 1yr (Adult)	Sports & Leisure
4414	MM62319ZC	Do Word games- 1yr (Adult)	Sports & Leisure
4415	MM62320ZC	Do Yoga- 1yr (Adult)	Sports & Leisure
4416	MM50268ZC	Download <5 Individual Songs- 6mo (Adult)	Sports & Leisure
4417	MM50265ZC	Download 5 - 9 Individual Songs- 6mo (Adult)	Sports & Leisure
4418	MM50260ZC	Download 10 - 29 Individual Songs- 6mo (Adult)	Sports & Leisure
4419	MM50264ZC	Download 30+ Individual Songs- 6mo (Adult)	Sports & Leisure
4420	MM50262ZC	Download 10+ Individual Songs- 6mo (Adult)	Sports & Leisure
4421	MM50258ZC	Download 1 Album- 6mo (Adult)	Sports & Leisure
4422	MM50263ZC	Download 2 - 4 Albums- 6mo (Adult)	Sports & Leisure
4423	MM50266ZC	Download 5+ Albums- 6mo (Adult)	Sports & Leisure
4424	MM50261ZC	Download 10+ Albums- 6mo (Adult)	Sports & Leisure
4425	MM50267ZC	Download Any Audio- 6mo (Adult)	Sports & Leisure
4426	MM03780ZC	Exercise at Club- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4427	MM03781ZC	Exercise at Home- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4428	MM03782ZC	Exercise at Other Facility- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4429	MM62327ZC	Go Auto Racing- 1yr (Adult)	Sports & Leisure
4430	MM42843ZC	Go Backpacking- 1yr (Adult)	Sports & Leisure
4431	MM03785ZC	Go Bicycling- 1yr (Adult)	Sports & Leisure
4432	MM03786ZC	Go Bowling- 1yr (Adult)	Sports & Leisure
4433	MM03787ZC	Go Camping- 1yr (Adult)	Sports & Leisure
4434	MM03788ZC	Go Camping- 4+ Trips- 1yr (Adult)	Sports & Leisure
4435	MM03789ZC	Go Canoeing/Kayaking- 1yr (Adult)	Sports & Leisure
4436	MM03790ZC	Go Casino Gambling- 1yr (Adult)	Sports & Leisure
4437	MM03791ZC	Go Cross Country Skiing- 1yr (Adult)	Sports & Leisure
4438	MM03792ZC	Go Dancing- 1+ Times/mo- 1yr (Adult)	Sports & Leisure
4439	MM03793ZC	Go Dancing- 1yr (Adult)	Sports & Leisure
4440	MM03794ZC	Go Downhill Skiing- 1yr (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4441	MM03795ZC	Go Fishing- 1yr (Adult)	Sports & Leisure
4442	MM03796ZC	Go Fresh Water Fishing- 1yr (Adult)	Sports & Leisure
4443	MM03797ZC	Go Golfing- 1yr (Adult)	Sports & Leisure
4444	MM42844ZC	Go Hiking- 1yr (Adult)	Sports & Leisure
4445	MM03798ZC	Go Horseback Riding- 1yr (Adult)	Sports & Leisure
4446	MM65110ZC	Go Hunting - 1yr (Adult)	Sports & Leisure
4447	MM03800ZC	Go Ice Skating- 1yr (Adult)	Sports & Leisure
4448	MM03801ZC	Go In-Line Skating- 1yr (Adult)	Sports & Leisure
4449	MM62328ZC	Go Jet Skiing- 1yr (Adult)	Sports & Leisure
4450	MM03802ZC	Go Jogging- 1yr (Adult)	Sports & Leisure
4451	MM62329ZC	Go Motorcycling- 1yr (Adult)	Sports & Leisure
4452	MM03803ZC	Go Mountain Bicycling- 1yr (Adult)	Sports & Leisure
4453	MM62330ZC	Go Picnic- 1yr (Adult)	Sports & Leisure
4454	MM03804ZC	Go Power Boating- 1yr (Adult)	Sports & Leisure
4455	MM03805ZC	Go Road Bicycling- 1yr (Adult)	Sports & Leisure
4456	MM62331ZC	Go Rock Climbing- 1yr (Adult)	Sports & Leisure
4457	MM03806ZC	Go Roller Skating- 1yr (Adult)	Sports & Leisure
4458	MM03807ZC	Go Sailing- 1yr (Adult)	Sports & Leisure
4459	MM03808ZC	Go Salt Water Fishing- 1yr (Adult)	Sports & Leisure
4460	MM03809ZC	Go Scuba/Skin Diving/Snorkeling- 1yr (Adult)	Sports & Leisure
4461	MM03810ZC	Go Snowboarding- 1yr (Adult)	Sports & Leisure
4462	MM03812ZC	Go Swimming- 1yr (Adult)	Sports & Leisure
4463	MM62332ZC	Go Target Shooting- 1yr (Adult)	Sports & Leisure
4464	MM03814ZC	Go to Bar/Nightclub- 1yr (Adult)	Sports & Leisure
4465	MM62333ZC	Go to Book Clubs- 1yr (Adult)	Sports & Leisure
4466	MM62334ZC	Go to Concerts on radio- 1yr (Adult)	Sports & Leisure
4467	MM50591ZC	Go to High School Sports - Regularly (Adult)	Sports & Leisure
4468	MM62347ZC	Go to Karaoke- 1yr (Adult)	Sports & Leisure
4469	MM03823ZC	Go to Live Theater- 1yr (Adult)	Sports & Leisure
4470	MM03824ZC	Go to Movie- <1 Time/mo- 3mo (Adult)	Sports & Leisure
4471	MM03825ZC	Go to Movie- 1 Time/mo- 3mo (Adult)	Sports & Leisure
4472	MM03827ZC	Go to Movie- 1+ - 6mo (Adult)	Sports & Leisure
4473	MM03826ZC	Go to Movie- 1+ Time/mo- 3mo (Adult)	Sports & Leisure
4474	MM03828ZC	Go to Movie- 2-3 Times/mo- 3mo (Adult)	Sports & Leisure
4475	MM03829ZC	Go to Movie- 4+ Times/mo- 3mo (Adult)	Sports & Leisure
4476	MM03830ZC	Go to Museum- 1yr (Adult)	Sports & Leisure
4477	MM03831ZC	Go to Music/Dance Performance- 1yr (Adult)	Sports & Leisure
4478	MM03835ZC	Go to the Beach- 1yr (Adult)	Sports & Leisure
4479	MM03836ZC	Go to Zoo- 1yr (Adult)	Sports & Leisure
4480	MM03837ZC	Go Walking for Exercise- 1yr (Adult)	Sports & Leisure
4481	MM03838ZC	Go Water Skiing- 1yr (Adult)	Sports & Leisure
4482	MM03839ZC	Go Whitewater Rafting- 1yr (Adult)	Sports & Leisure
4483	MM03842ZC	Heavy Book Buyer- 1yr (Adult)	Sports & Leisure
4484	MM50269ZC	Listen 80s Pop- 6mo (Adult)	Sports & Leisure
4485	MM50270ZC	Listen Alternative- 6mo (Adult)	Sports & Leisure
4486	MM50271ZC	Listen Audiobooks- 6mo (Adult)	Sports & Leisure
4487	MM50272ZC	Listen Blues- 6mo (Adult)	Sports & Leisure
4488	MM50273ZC	Listen Classic Rock- 6mo (Adult)	Sports & Leisure
4489	MM50274ZC	Listen Classical- 6mo (Adult)	Sports & Leisure
4490	MM50275ZC	Listen Contemporary Christian- 6mo (Adult)	Sports & Leisure
4491	MM50276ZC	Listen Country- 6mo (Adult)	Sports & Leisure
4492	MM50277ZC	Listen Dance Music- 6mo (Adult)	Sports & Leisure
4493	MM50278ZC	Listen Easy Listening- 6mo (Adult)	Sports & Leisure
4494	MM50279ZC	Listen Faith & Inspiration- 6mo (Adult)	Sports & Leisure
4495	MM50280ZC	Listen Folk- 6mo (Adult)	Sports & Leisure
4496	MM50282ZC	Listen Gospel- 6mo (Adult)	Sports & Leisure
4497	MM50283ZC	Listen Hard Rock- 6mo (Adult)	Sports & Leisure
4498	MM50284ZC	Listen Hip Hop- 6mo (Adult)	Sports & Leisure
4499	MM50854ZC	Listen Indie- 6mo (Adult)	Sports & Leisure
4500	MM50589ZC	Listen Jazz- 6mo (Adult)	Sports & Leisure
4501	MM50285ZC	Listen Light Classical - 6mo (Adult)	Sports & Leisure
4502	MM50286ZC	Listen New Age - 6mo (Adult)	Sports & Leisure
4503	MM50287ZC	Listen Oldies (50s & 60s) - 6mo (Adult)	Sports & Leisure
4504	MM50288ZC	Listen Other Music - 6mo (Adult)	Sports & Leisure
4505	MM50289ZC	Listen Pop/Top 40 - 6mo (Adult)	Sports & Leisure
4506	MM50290ZC	Listen R&B - 6mo (Adult)	Sports & Leisure
4507	MM50292ZC	Listen Rap - 6mo (Adult)	Sports & Leisure
4508	MM50291ZC	Listen Reggae - 6mo (Adult)	Sports & Leisure
4509	MM50294ZC	Listen Soft Rock - 6mo (Adult)	Sports & Leisure
4510	MM50295ZC	Listen Soundtracks- 6mo (Adult)	Sports & Leisure
4511	MM50296ZC	Listen Spanish/Latin Music- 6mo (Adult)	Sports & Leisure
4512	MM62348ZC	Own 1-3 Pets (Household)	Sports & Leisure
4513	MM62349ZC	Own 4-6 Pets (Household)	Sports & Leisure
4514	MM62350ZC	Own 7+ Pets (Household)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4515	MM03846ZC	Own Any Pet (Household)	Sports & Leisure
4516	MM62351ZC	Own Any Pets (Household)	Sports & Leisure
4517	MM03847ZC	Own Bird (Household)	Sports & Leisure
4518	MM62352ZC	Own Boat Trailer (Household)	Sports & Leisure
4519	MM03848ZC	Own Bowling Ball (Adult)	Sports & Leisure
4520	MM03849ZC	Own Camp Stove (Household)	Sports & Leisure
4521	MM62353ZC	Own Canoe (Household)	Sports & Leisure
4522	MM03851ZC	Own Cat (Household)	Sports & Leisure
4523	MM03852ZC	Own Cross Country Boots/Skis (Adult)	Sports & Leisure
4524	MM03853ZC	Own Dog (Household)	Sports & Leisure
4525	MM03854ZC	Own Downhill Skis/Boots (Adult)	Sports & Leisure
4526	MM42161ZC	Own Elliptical (Adult)	Sports & Leisure
4527	MM03855ZC	Own Fishing Equipment (Adult)	Sports & Leisure
4528	MM03856ZC	Own Golf Clubs (Adult)	Sports & Leisure
4529	MM03857ZC	Own Handgun (Adult)	Sports & Leisure
4530	MM50302ZC	Own Motor Home/Camper/Pop-up (Household)	Sports & Leisure
4531	MM03860ZC	Own Mountain Bicycle (Adult)	Sports & Leisure
4532	MM03861ZC	Own Other Exercise Equipment (Adult)	Sports & Leisure
4533	MM03862ZC	Own Outboard Motor (Household)	Sports & Leisure
4534	MM03863ZC	Own Power Boat (Household)	Sports & Leisure
4535	MM03864ZC	Own Racquetball Equipment (Adult)	Sports & Leisure
4536	MM03865ZC	Own Rifle/Shotgun (Adult)	Sports & Leisure
4537	MM03866ZC	Own Road Bicycle (Adult)	Sports & Leisure
4538	MM03867ZC	Own Roller Blades/In-Line Skates (Adult)	Sports & Leisure
4539	MM03869ZC	Own Sleeping Bag (Household)	Sports & Leisure
4540	MM62356ZC	Own Sport & Recreation Equipment- Any (Adult)	Sports & Leisure
4541	MM62357ZC	Own Sport & Recreation Equipment- Baseball gloves (Adult)	Sports & Leisure
4542	MM62358ZC	Own Sport & Recreation Equipment- Basketball (Adult)	Sports & Leisure
4543	MM62359ZC	Own Sport & Recreation Equipment- Bicycle helmet (Adult)	Sports & Leisure
4544	MM62360ZC	Own Sport & Recreation Equipment- Binoculars (Adult)	Sports & Leisure
4545	MM62361ZC	Own Sport & Recreation Equipment- Bow (Adult)	Sports & Leisure
4546	MM62362ZC	Own Sport & Rec Equip- Elbow/knee pads (In-line skating gear) (Adult)	Sports & Leisure
4547	MM62363ZC	Own Sport & Recreation Equipment- Factory loaded ammunition (Adult)	Sports & Leisure
4548	MM62364ZC	Own Sport & Recreation Equipment- Football (Adult)	Sports & Leisure
4549	MM62365ZC	Own Sport & Recreation Equipment- Golf balls (Adult)	Sports & Leisure
4550	MM62366ZC	Own Sport & Recreation Equipment- Hockey equipment (Adult)	Sports & Leisure
4551	MM62367ZC	Own Sport & Recreation Equipment- Other (Adult)	Sports & Leisure
4552	MM62368ZC	Own Sport & Recreation Equipment- Outdoor or pocket knife (Adult)	Sports & Leisure
4553	MM62369ZC	Own Sport & Recreation Equipment- Soccer ball (Adult)	Sports & Leisure
4554	MM62370ZC	Own Sport & Recreation Equipment- Softball/baseball bats (Adult)	Sports & Leisure
4555	MM03871ZC	Own Sports Watch/Chronograph (Adult)	Sports & Leisure
4556	MM03873ZC	Own Stationary Bike (Adult)	Sports & Leisure
4557	MM03874ZC	Own Tennis Equipment (Adult)	Sports & Leisure
4558	MM03875ZC	Own Tent (Household)	Sports & Leisure
4559	MM03876ZC	Own Treadmill (Adult)	Sports & Leisure
4560	MM03877ZC	Own Tropical Fish (Adult)	Sports & Leisure
4561	MM03878ZC	Own Weight Lifting Equipment (Adult)	Sports & Leisure
4562	MM62371ZC	Participate in Archery- 1yr (Adult)	Sports & Leisure
4563	MM62372ZC	Participate in Kick Boxing- 1yr (Adult)	Sports & Leisure
4564	MM62373ZC	Participate in Martial Arts- 1yr (Adult)	Sports & Leisure
4565	MM62374ZC	Participate in Rowing Stationary/Outdoor- 1yr (Adult)	Sports & Leisure
4566	MM62376ZC	Play Any Sport- 1yr (Adult)	Sports & Leisure
4567	MM03880ZC	Play Baseball- 1yr (Adult)	Sports & Leisure
4568	MM03881ZC	Play Basketball- 1yr (Adult)	Sports & Leisure
4569	MM03882ZC	Play Billiards/Pool- 1yr (Adult)	Sports & Leisure
4570	MM03883ZC	Play Bingo- 1yr (Adult)	Sports & Leisure
4571	MM03884ZC	Play Cards- 1yr (Adult)	Sports & Leisure
4572	MM03885ZC	Play Chess- 1yr (Adult)	Sports & Leisure
4573	MM07335ZC	Play Fantasy Sports League- 1+ Times/mo- 1yr (Adult)	Sports & Leisure
4574	MM62377ZC	Play Fantasy sports league- 1yr (Adult)	Sports & Leisure
4575	MM62378ZC	Play Football- 1yr (Adult)	Sports & Leisure
4576	MM62379ZC	Play Frisbee- 1yr (Adult)	Sports & Leisure
4577	MM62380ZC	Play Hockey- 1yr (Adult)	Sports & Leisure
4578	MM03886ZC	Play Lottery- 10+ Times- 1mo (Adult)	Sports & Leisure
4579	MM03887ZC	Play Lottery- 1-5 Times- 1mo (Adult)	Sports & Leisure
4580	MM03888ZC	Play Lottery- 1mo (Adult)	Sports & Leisure
4581	MM03888ZD	Play Lottery- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4582	MM03891ZC	Play Lottery- 1yr (Adult)	Sports & Leisure
4583	MM03892ZC	Play Lottery- 6-9 Times- 1mo (Adult)	Sports & Leisure
4584	MM62385ZC	Play Lottery Mega Millions- 1mo (Adult)	Sports & Leisure
4585	MM62385ZD	Play Lottery Mega Millions- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4586	MM62389ZC	Play Lottery Other Lotto or drawing game- 1mo (Adult)	Sports & Leisure
4587	MM62389ZD	Play Lottery Other Lotto or drawing game- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4588	MM62391ZC	Play Lottery Powerball- 1mo (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4589	MM62391ZD	Play Lottery Powerball- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4590	MM03893ZC	Play Musical Instrument- 1yr (Adult)	Sports & Leisure
4591	MM62393ZC	Play Other Sport- 1yr (Adult)	Sports & Leisure
4592	MM03894ZC	Play Racquetball- 1yr (Adult)	Sports & Leisure
4593	MM03895ZC	Play Soccer- 1yr (Adult)	Sports & Leisure
4594	MM03896ZC	Play Softball- 1yr (Adult)	Sports & Leisure
4595	MM03897ZC	Play Tennis- 1yr (Adult)	Sports & Leisure
4596	MM03898ZC	Play Trivia Games- 1yr (Adult)	Sports & Leisure
4597	MM03899ZC	Play Volleyball- 1yr (Adult)	Sports & Leisure
4598	MM03900ZC	Read a Book- 1yr (Adult)	Sports & Leisure
4599	MM41481ZC	Read Comic Books- 1yr (Adult)	Sports & Leisure
4600	MM03906ZC	Rent/Buy Exercise Video- 1mo (Adult)	Sports & Leisure
4601	MM03907ZC	Rent/Buy Family/Kid Video- 1mo (Adult)	Sports & Leisure
4602	MM03909ZC	Rent/Buy Musical Video- 1mo (Adult)	Sports & Leisure
4603	MM42098ZC	See Adventure Movie at Theater- 6mo (Adult)	Sports & Leisure
4604	MM42099ZC	See Comedy Movie at Theater- 6mo (Adult)	Sports & Leisure
4605	MM42100ZC	See Crime Movie at Theater- 6mo (Adult)	Sports & Leisure
4606	MM42101ZC	See Drama Movie at Theater- 6mo (Adult)	Sports & Leisure
4607	MM42102ZC	See Family Movie at Theater- 6mo (Adult)	Sports & Leisure
4608	MM42103ZC	See Fantasy Movie at Theater- 6mo (Adult)	Sports & Leisure
4609	MM42108ZC	See Rated PG Movie at Theater- 6mo (Adult)	Sports & Leisure
4610	MM42109ZC	See Rated PG-13 Movie at Theater- 6mo (Adult)	Sports & Leisure
4611	MM42110ZC	See Rated R Movie at Theater- 6mo (Adult)	Sports & Leisure
4612	MM42104ZC	See Romance Movie at Theater- 6mo (Adult)	Sports & Leisure
4613	MM42105ZC	See Science Fiction Movie at Theater- 6mo (Adult)	Sports & Leisure
4614	MM03918ZC	Spend \$40+ at Barber Shop- 6mo (Adult)	Sports & Leisure
4615	MM03919ZC	Spend <\$200 on Children's Toys- 1yr (Adult)	Sports & Leisure
4616	MM03917ZC	Spend \$200+ on Children's Toys- 1yr (Adult)	Sports & Leisure
4617	MM62422ZC	Spent on Property/Garden Maintenance \$50-\$99- 1yr (Household)	Sports & Leisure
4618	MM62423ZC	Spent on Property/Garden Maintenance <\$50- 1yr (Household)	Sports & Leisure
4619	MM62424ZC	Spent on Sport & Recreation Equipment: \$100 - \$249- 1yr (Adult)	Sports & Leisure
4620	MM62425ZC	Spent on Sport & Recreation Equipment: \$250 or More- 1yr (Adult)	Sports & Leisure
4621	MM62426ZC	Spent on Sport & Recreation Equipment: Under \$100- 1yr (Adult)	Sports & Leisure
4622	MM03920ZC	Take Adult Education Course- 1yr (Adult)	Sports & Leisure
4623	MM62427ZC	Take Pet to Veterinarian: 1-2 Times- 1yr (Household)	Sports & Leisure
4624	MM62428ZC	Take Pet to Veterinarian: 3-6 Times- 1yr (Household)	Sports & Leisure
4625	MM62429ZC	Take Pet to Veterinarian: 7+ Times- 1yr (Household)	Sports & Leisure
4626	MM50861ZC	Use Any Professional Pet Services- 1yr (Household)	Sports & Leisure
4627	MM50861ZD	Use Any Professional Pet Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4628	MM03922ZC	Use Flea/Tick & Parasite Products- 1yr (Household)	Sports & Leisure
4629	MM50863ZC	Use Professional Pet Boarding/Kennel Services- 1yr (Household)	Sports & Leisure
4630	MM50863ZD	Use Professional Pet Boarding/Kennel Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4631	MM50867ZC	Use Professional Pet Grooming Services- 1yr (Household)	Sports & Leisure
4632	MM50867ZD	Use Professional Pet Grooming Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4633	MM03923ZC	Use Quick Service Copy/Printing- 6mo (Adult)	Sports & Leisure
4634	MM50592ZC	Volunteered for Charitable Organization- 1yr (Adult)	Sports & Leisure
4635	MM03941ZC	Buy Pre-Paid Calling Card- 1yr (Adult)	Telecommunications
4636	MM03945ZC	Calling Card- Personal- 6+ Calls- 1mo (Adult)	Telecommunications
4637	MM41482ZC	Cell/Mobile Phones/Smartphones Average Monthly Bill- <\$24 (Adult)	Telecommunications
4638	MM41483ZC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$25-\$49 (Adult)	Telecommunications
4639	MM41484ZC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$50-\$74 (Adult)	Telecommunications
4640	MM41485ZC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$75-\$99 (Adult)	Telecommunications
4641	MM41486ZC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$100+ (Adult)	Telecommunications
4642	MM03946ZC	Domestic Long Distance- 1+ Calls- 1mo (Household)	Telecommunications
4643	MM03947ZC	Domestic Long Distance- 1-4 Calls- 1mo (Household)	Telecommunications
4644	MM03949ZC	Domestic Long Distance- 5-15 Calls- 1mo (Household)	Telecommunications
4645	MM03948ZC	Domestic Long Distance- 16+ Calls- 1mo (Household)	Telecommunications
4646	MM50880ZC	Downloaded Any Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4647	MM50881ZC	Downloaded Banking/Finance Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4648	MM50882ZC	Downloaded Books Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4649	MM50884ZC	Downloaded Games Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4650	MM50885ZC	Downloaded Healthcare/Fitness Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4651	MM50886ZC	Downloaded Local Information Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4652	MM50887ZC	Downloaded Music Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4653	MM50888ZC	Downloaded Navigation/Maps Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4654	MM50889ZC	Downloaded News Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4655	MM50890ZC	Downloaded Photography Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4656	MM50895ZC	Downloaded Shopping/Retail Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4657	MM50891ZC	Downloaded Social Networking Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4658	MM50892ZC	Downloaded Sports Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4659	MM50893ZC	Downloaded Travel Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4660	MM50894ZC	Downloaded Weather Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4661	MM03950ZC	Has Any Telephone Calling Cards (Adult)	Telecommunications
4662	MM62446ZC	Has Cellular/Mobile/Smartphones Agreement: Prepaid(Adult)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4663	MM62447ZC	Has a Landline Only (no cell phone) (Household)	Telecommunications
4664	MM62448ZC	Has a Landline Telephone (Household)	Telecommunications
4665	MM62449ZC	Has a Smartphone (Adult)	Telecommunications
4666	MM03956ZC	International Long Distance- 1+ Calls- 1mo (Household)	Telecommunications
4667	MM03958ZC	International Long Distance- 4+ Calls- 1mo (Household)	Telecommunications
4668	MM04605ZC	Make Collect Calls- 6mo (Adult)	Telecommunications
4669	MM03959ZC	Own Answering Machine (Household)	Telecommunications
4670	MM08040ZC	Own Cell/Mobile Phone/Smartphone (Adult)	Telecommunications
4671	MM41487ZC	Own In-Home Telephone (Household)	Telecommunications
4672	MM42854ZC	Own Telephone Headset (Household)	Telecommunications
4673	MM62465ZC	Use Any Cellular/Mobile Phones/Smartphones for Business Use (Adult)	Telecommunications
4674	MM62466ZC	Use Any Cellular/Mobile Phones/Smartphones for Personal Use (Adult)	Telecommunications
4675	MM03963ZC	Use AT&T for Long Distance Service (Household)	Telecommunications
4676	MM03964ZC	Use Call Forwarding (Household)	Telecommunications
4677	MM03965ZC	Use Call Return (Household)	Telecommunications
4678	MM03966ZC	Use Call Waiting (Household)	Telecommunications
4679	MM03967ZC	Use Caller ID (Household)	Telecommunications
4680	MM41233ZC	Use Cell Phone Only- no Land Line (Household)	Telecommunications
4681	MM62467ZC	Use Cell Phone Service Most Often: AT&T (Household)	Telecommunications
4682	MM62471ZC	Use Cell Phone Service Most Often: MetroPCS (Household)	Telecommunications
4683	MM62472ZC	Use Cell Phone Service Most Often: Sprint (Household)	Telecommunications
4684	MM62468ZC	Use Cell Phone Service Most Often: T-Mobile (Household)	Telecommunications
4685	MM62469ZC	Use Cell Phone Service Most Often: Verizon Wireless (Household)	Telecommunications
4686	MM62470ZC	Use Cell Phone Service Most Often: Virgin Mobile H)	Telecommunications
4687	MM50896ZC	Use Any Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4688	MM50897ZC	Use Banking/Finance Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4689	MM50898ZC	Use Books Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4690	MM50900ZC	Use Games Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4691	MM50901ZC	Use Healthcare/Fitness Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4692	MM50902ZC	Use Local Information Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4693	MM50903ZC	Use Music Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4694	MM50904ZC	Use Navigation/Maps Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4695	MM50905ZC	Use News Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4696	MM50906ZC	Use Photography Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4697	MM50907ZC	Use Shopping/Retail Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4698	MM50908ZC	Use Social Networking Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4699	MM50909ZC	Use Sports Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4700	MM50910ZC	Use Travel Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4701	MM50911ZC	Use Weather Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4702	MM03972ZC	Use Three-Way Calling (Household)	Telecommunications
4703	MM03973ZC	Use Verizon for Long Distance Service (Household)	Telecommunications
4704	MM03974ZC	Use Voice Mail (Household)	Telecommunications
4705	MM62540ZC	Watch ABC NBA Finals- 1yr (Adult)	TV - Television Viewership
4706	MM62541ZC	Watch ABC NBA Playoffs- 1yr (Adult)	TV - Television Viewership
4707	MM62544ZC	Watch CBS AFC-NFL Football Playoffs- 1yr (Adult)	TV - Television Viewership
4708	MM62545ZC	Watch CBS NCAA Men's Basketball Tournament- 1yr (Adult)	TV - Television Viewership
4709	MM62546ZC	Watch CBS NFL Pre-Season Games- 1yr (Adult)	TV - Television Viewership
4710	MM62547ZC	Watch FOX Major League Baseball World Series- 1yr (Adult)	TV - Television Viewership
4711	MM50607ZC	Watch FOX MLB Championship Series- 1yr (Adult)	TV - Television Viewership
4712	MM62548ZC	Watch FOX MLB Divisional Playoffs- 1yr (Adult)	TV - Television Viewership
4713	MM62549ZC	Watch FOX NFC-NFL Football Playoffs- 1yr (Adult)	TV - Television Viewership
4714	MM42264ZC	Watch NBC NHL Regular Season Games- 1yr (Adult)	TV - Television Viewership
4715	MM06045ZC	Watch Feliz Ano Nuevo- 1yr (Adult)	TV - Television Viewership
4716	MM06050ZC	Watch Latin Billboard Music Awards- 1yr (Adult)	TV - Television Viewership
4717	MM41491ZC	Watch Latin Grammy- 1yr (Adult)	TV - Television Viewership
4718	MM05980ZC	Watch Premios Juventud- 1yr (Adult)	TV - Television Viewership
4719	MM06030ZC	Watch Boxeo Telemundo- 1yr (Adult)	TV - Television Viewership
4720	MM50318ZC	Watch CONCACAF Champions League- 1yr (Adult)	TV - Television Viewership
4721	MM50913ZC	Watch Futbol Telemundo- 1yr (Adult)	TV - Television Viewership
4722	MM06025ZC	Watch Republica Deportiva- 1yr (Adult)	TV - Television Viewership
4723	MM50310ZC	Watch Caso Cerrado 3-5 Times/wk (Adult)	TV - Television Viewership
4724	MM04642ZC	Watch Despierta America- 3-5 Times/wk (Adult)	TV - Television Viewership
4725	MM04640ZC	Watch Noticiero Telemundo- 3-5 Times/wk (Adult)	TV - Television Viewership
4726	MM04641ZC	Watch Noticiero Univision- 3-5 Times/wk (Adult)	TV - Television Viewership
4727	MM06005ZC	Watch Primer Impacto- 3-5 Times/wk (Adult)	TV - Television Viewership
4728	MM04646ZC	Watch Sabado Gigante- 2-4 Times/mo (Adult)	TV - Television Viewership
4729	MM62569ZC	Watch A Capitol Fourth- 1yr (Adult)	TV - Television Viewership
4730	MM62570ZC	Watch A Home for the Holidays- 1yr (Adult)	TV - Television Viewership
4731	MM62571ZC	Watch ABC 20/20 Specials- 1yr (Adult)	TV - Television Viewership
4732	MM03982ZC	Watch ABC Academy Awards- 1yr (Adult)	TV - Television Viewership
4733	MM03983ZC	Watch ABC American Music Awards- 1yr (Adult)	TV - Television Viewership
4734	MM04038ZC	Watch ABC Annual Country Music Association Awards- 1yr (Adult)	TV - Television Viewership
4735	MM03984ZC	Watch ABC Barbara Walters Specials- 1yr (Adult)	TV - Television Viewership
4736	MM03999ZC	Watch Academy of Country Music Awards- 1yr (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4737	MM62572ZC	Watch American Masters- 1yr (Adult)	TV - Television Viewership
4738	MM62573ZC	Watch Big Brother- 1yr (Adult)	TV - Television Viewership
4739	MM04026ZC	Watch CBS Kennedy Center Honors- 1yr (Adult)	TV - Television Viewership
4740	MM62574ZC	Watch CBS Thanksgiving Day Parade- 1yr (Adult)	TV - Television Viewership
4741	MM04033ZC	Watch Charlie Brown Specials- 1yr (Adult)	TV - Television Viewership
4742	MM62575ZC	Watch Christmas in Rockefeller Center- 1yr (Adult)	TV - Television Viewership
4743	MM62576ZC	Watch CMA Music Festival Television Special- 1yr (Adult)	TV - Television Viewership
4744	MM04045ZC	Watch Daytime Emmy Awards- 1yr (Adult)	TV - Television Viewership
4745	MM04046ZC	Watch Dick Clark's New Years Eve- 1yr (Adult)	TV - Television Viewership
4746	MM62577ZC	Watch Frosty the Snowman Specials- 1yr (Adult)	TV - Television Viewership
4747	MM04071ZC	Watch Golden Globe Awards- 1yr (Adult)	TV - Television Viewership
4748	MM04072ZC	Watch Grammy Awards- 1yr (Adult)	TV - Television Viewership
4749	MM62578ZC	Watch Great Performances- 1yr (Adult)	TV - Television Viewership
4750	MM62579ZC	Watch Hallmark Hall of Fame - Movies- 1yr (Adult)	TV - Television Viewership
4751	MM62580ZC	Watch History Detectives- 1yr (Adult)	TV - Television Viewership
4752	MM62581ZC	Watch How the Grinch Stole Christmas- 1yr (Adult)	TV - Television Viewership
4753	MM62583ZC	Watch Independent Lens- 1yr (Adult)	TV - Television Viewership
4754	MM04098ZC	Watch Live from Lincoln Center- 1yr (Adult)	TV - Television Viewership
4755	MM04101ZC	Watch Macy's Thanksgiving Day Parade- 1yr (Adult)	TV - Television Viewership
4756	MM62584ZC	Watch Miss Universe Pageant- 1yr (Adult)	TV - Television Viewership
4757	MM62586ZC	Watch National Memorial Day Concert- 1yr (Adult)	TV - Television Viewership
4758	MM62587ZC	Watch New Year's Eve With Carson Daly- 1yr (Adult)	TV - Television Viewership
4759	MM62588ZC	Watch NOVA ScienceNow- 1yr (Adult)	TV - Television Viewership
4760	MM04136ZC	Watch People's Choice Awards- 1yr (Adult)	TV - Television Viewership
4761	MM62589ZC	Watch Prep & Landing- 1yr (Adult)	TV - Television Viewership
4762	MM41493ZC	Watch Emmy Awards- 1yr (Adult)	TV - Television Viewership
4763	MM62590ZC	Watch Primetime News Specials- 1yr (Adult)	TV - Television Viewership
4764	MM62591ZC	Watch Rudolph the Red-Nosed Reindeer- 1yr (Adult)	TV - Television Viewership
4765	MM62592ZC	Watch Santa Claus Is Coming to Town- 1yr (Adult)	TV - Television Viewership
4766	MM04148ZC	Watch Saturday Night Live Specials- 1yr (Adult)	TV - Television Viewership
4767	MM62593ZC	Watch Secrets of the Dead- 1yr (Adult)	TV - Television Viewership
4768	MM62594ZC	Watch Shrek the Halls- 1yr (Adult)	TV - Television Viewership
4769	MM62595ZC	Watch Soul Train Music Awards- 1yr (Adult)	TV - Television Viewership
4770	MM62596ZC	Watch Teen Choice Awards- 1yr (Adult)	TV - Television Viewership
4771	MM62597ZC	Watch The Kennedy Center Mark Twain Prize- 1yr (Adult)	TV - Television Viewership
4772	MM62598ZC	Watch The Story of Santa Claus- 1yr (Adult)	TV - Television Viewership
4773	MM62599ZC	Watch The Ten Commandments (1956)- 1yr (Adult)	TV - Television Viewership
4774	MM04170ZC	Watch Tony Awards- 1yr (Adult)	TV - Television Viewership
4775	MM04171ZC	Watch Tournament of Roses Parade- 1yr (Adult)	TV - Television Viewership
4776	MM62600ZC	Watch Victoria's Secret Fashion Show- 1yr (Adult)	TV - Television Viewership
4777	MM04178ZC	Watch Walt Disney Specials- 1yr (Adult)	TV - Television Viewership
4778	MM62601ZC	Watch Yes, Virginia- 1yr (Adult)	TV - Television Viewership
4779	MM62602ZC	Watch Army-Navy Game- 1yr (Adult)	TV - Television Viewership
4780	MM62603ZC	Watch Arnold Palmer Invitational- 1yr (Adult)	TV - Television Viewership
4781	MM62604ZC	Watch AT&T National- 1yr (Adult)	TV - Television Viewership
4782	MM62605ZC	Watch AT&T Pebble Beach National Pro-Am- 1yr (Adult)	TV - Television Viewership
4783	MM04012ZC	Watch Belmont Stakes- 1yr (Adult)	TV - Television Viewership
4784	MM62606ZC	Watch BMW Championship- 1yr (Adult)	TV - Television Viewership
4785	MM62607ZC	Watch Capital One Bowl- 1yr (Adult)	TV - Television Viewership
4786	MM62608ZC	Watch CBS Professional Bull Riding- 1yr (Adult)	TV - Television Viewership
4787	MM62609ZC	Watch Cotton Bowl- 1yr (Adult)	TV - Television Viewership
4788	MM62610ZC	Watch Crowne Plaza Invitational at Colonial- 1yr (Adult)	TV - Television Viewership
4789	MM62611ZC	Watch Deutsche Bank Championship- 1yr (Adult)	TV - Television Viewership
4790	MM62612ZC	Watch Farmers Insurance Open- 1yr (Adult)	TV - Television Viewership
4791	MM62613ZC	Watch FedEx St. Jude Classic- 1yr (Adult)	TV - Television Viewership
4792	MM62614ZC	Watch FOX Major League All-Star Game- 1yr (Adult)	TV - Television Viewership
4793	MM50608ZC	Watch French Open- 1yr (Adult)	TV - Television Viewership
4794	MM62615ZC	Watch Honda Classic- 1yr (Adult)	TV - Television Viewership
4795	MM62616ZC	Watch HP Byron Nelson Championship- 1yr (Adult)	TV - Television Viewership
4796	MM04077ZC	Watch Indianapolis 500- 1yr (Adult)	TV - Television Viewership
4797	MM62618ZC	Watch John Deere Classic- 1yr (Adult)	TV - Television Viewership
4798	MM04088ZC	Watch Kentucky Derby- 1yr (Adult)	TV - Television Viewership
4799	MM62619ZC	Watch Liberty Mutual Insurance Legends of Golf- 1yr (Adult)	TV - Television Viewership
4800	MM04100ZC	Watch PGA Tour Championship (Golf)- 1yr (Adult)	TV - Television Viewership
4801	MM04115ZC	Watch NASCAR Daytona 500- 1yr (Adult)	TV - Television Viewership
4802	MM42873ZC	Watch NASCAR Nationwide Series- 1yr (Adult)	TV - Television Viewership
4803	MM62625ZC	Watch NASCAR Sprint Cup Series on FOX- 1yr (Adult)	TV - Television Viewership
4804	MM62626ZC	Watch NBC Skating Specials- 1yr (Adult)	TV - Television Viewership
4805	MM62627ZC	Watch NCAA Atlantic 10 Championship- 1yr (Adult)	TV - Television Viewership
4806	MM62628ZC	Watch NCAA Basketball Championship Selection Show- 1yr (Adult)	TV - Television Viewership
4807	MM62629ZC	Watch NCAA Big Ten Championship- 1yr (Adult)	TV - Television Viewership
4808	MM62630ZC	Watch NCAA Conference USA Championship- 1yr (Adult)	TV - Television Viewership
4809	MM04029ZC	Watch CBS NCAA Men's Basketball Championship- 1yr (Adult)	TV - Television Viewership
4810	MM62631ZC	Watch NCAA Men's Division II Basketball Championship- 1yr (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4811	MM62632ZC	Watch NCAA Missouri Valley Conference Championship- 1yr (Adult)	TV - Television Viewership
4812	MM62633ZC	Watch NCAA Road to the Final Four- 1yr (Adult)	TV - Television Viewership
4813	MM62634ZC	Watch NCAA SEC Championship- 1yr (Adult)	TV - Television Viewership
4814	MM62635ZC	Watch Northern Trust Open- 1yr (Adult)	TV - Television Viewership
4815	MMO4138ZC	Watch PGA Championship- 1yr (Adult)	TV - Television Viewership
4816	MM62637ZC	Watch PGA Championship Preview Show- 1yr (Adult)	TV - Television Viewership
4817	MMO4140ZC	Watch Preakness Stakes- 1yr (Adult)	TV - Television Viewership
4818	MM62641ZC	Watch RBC Canadian Open- 1yr (Adult)	TV - Television Viewership
4819	MM62642ZC	Watch RBC Heritage- 1yr (Adult)	TV - Television Viewership
4820	MM62643ZC	Watch Ryder Cup- 1yr (Adult)	TV - Television Viewership
4821	MM62644ZC	Watch Santa Anita Derby- 1yr (Adult)	TV - Television Viewership
4822	MM62645ZC	Watch SEC Championship Game- 1yr (Adult)	TV - Television Viewership
4823	MM62646ZC	Watch Senior British Open- 1yr (Adult)	TV - Television Viewership
4824	MM62647ZC	Watch Shell Houston Open- 1yr (Adult)	TV - Television Viewership
4825	MM62650ZC	Watch Sun Bowl- 1yr (Adult)	TV - Television Viewership
4826	MMO4155ZC	Watch Super Bowl- 1yr (Adult)	TV - Television Viewership
4827	MM62651ZC	Watch Super Bowl Post-Game Show- 1yr (Adult)	TV - Television Viewership
4828	MM62652ZC	Watch Super Bowl Pre-Game Show- 1yr (Adult)	TV - Television Viewership
4829	MM62653ZC	Watch The Barclays- 1yr (Adult)	TV - Television Viewership
4830	MM62654ZC	Watch The Greenbrier Classic- 1yr (Adult)	TV - Television Viewership
4831	MMO4105ZC	Watch Masters (Golf)- 1yr (Adult)	TV - Television Viewership
4832	MM62655ZC	Watch the Memorial Tournament presented by Nationwide Insurance- 1yr (Adult)	TV - Television Viewership
4833	MM62656ZC	Watch The Players Championship- 1yr (Adult)	TV - Television Viewership
4834	MM62657ZC	Watch The President's Cup- 1yr (Adult)	TV - Television Viewership
4835	MM62658ZC	Watch The Tour Championship- 1yr (Adult)	TV - Television Viewership
4836	MM62659ZC	Watch Tour de France- 1yr (Adult)	TV - Television Viewership
4837	MM62660ZC	Watch Travelers Championship- 1yr (Adult)	TV - Television Viewership
4838	MM62661ZC	Watch U.S. Figure Skating Championships- 1yr (Adult)	TV - Television Viewership
4839	MMO4172ZC	Watch US Open (Golf)- 1yr (Adult)	TV - Television Viewership
4840	MMO4173ZC	Watch US Open (Tennis)- 1yr (Adult)	TV - Television Viewership
4841	MM42303ZC	Watch US Open Men's Championship (Tennis)- 1yr (Adult)	TV - Television Viewership
4842	MM42304ZC	Watch US Open Women's Championship (Tennis)- 1yr (Adult)	TV - Television Viewership
4843	MMO4175ZC	Watch US Women's Open (Golf)- 1yr (Adult)	TV - Television Viewership
4844	MM62662ZC	Watch Valero Texas Open- 1yr (Adult)	TV - Television Viewership
4845	MM62663ZC	Watch Waste Management Phoenix Open- 1yr (Adult)	TV - Television Viewership
4846	MM62664ZC	Watch Wells Fargo Championship- 1yr (Adult)	TV - Television Viewership
4847	MM62665ZC	Watch WGC-Bridgestone Invitational- 1yr (Adult)	TV - Television Viewership
4848	MM62666ZC	Watch WGC-Cadillac- 1yr (Adult)	TV - Television Viewership
4849	MM50641ZC	Watch Wimbledon - 1yr (Adult)	TV - Television Viewership
4850	MM62667ZC	Watch Winter X Games- 1yr (Adult)	TV - Television Viewership
4851	MM62668ZC	Watch Women's British Open- 1yr (Adult)	TV - Television Viewership
4852	MM62669ZC	Watch World Cup Soccer- 1yr (Adult)	TV - Television Viewership
4853	MM62670ZC	Watch Wyndham Championship- 1yr (Adult)	TV - Television Viewership
4854	MM62671ZC	Watch Zurich Classic of New Orleans- 1yr (Adult)	TV - Television Viewership
4855	MMO4000ZC	Watch Access Hollywood- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4856	MMO9843ZC	Watch Ellen DeGeneres- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4857	MMO4051ZC	Watch Entertainment Tonight- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4858	MMO4065ZC	Watch Friends- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4859	MM50612ZC	Watch How I Met Your Mother- 3-5 Times/wk (Adult)	TV - Television Viewership
4860	MMO4078ZC	Watch Inside Edition- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4861	MMO4082ZC	Watch Jeopardy!- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4862	MMO4085ZC	Watch Judge Judy- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4863	MMO4091ZC	Watch King of the Hill- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4864	MMO4099ZC	Watch Live w/Regis & Kelly- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4865	MMO4106ZC	Watch Maury- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4866	MMO4137ZC	Watch People's Court- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4867	MM41497ZC	Watch Rachael Ray- 3-5 Times/wk (Adult)	TV - Television Viewership
4868	MMO4151ZC	Watch Seinfeld- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4869	MM50633ZC	Watch The Dr. Oz Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4870	MMO4636ZC	Watch The Dr. Phil Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4871	MMO4163ZC	Watch The Jerry Springer Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4872	MMO4181ZC	Watch Wheel of Fortune- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4873	MM41496ZC	Watch ABC America This Morning- 3-5 Times/wk (Adult)	TV - Television Viewership
4874	MMO3998ZC	Watch ABC World News Tonight- 3-5 Times/wk (Adult)	TV - Television Viewership
4875	MMO4024ZC	Watch CBS Evening News- 3-5 Times/wk (Adult)	TV - Television Viewership
4876	MMO4028ZC	Watch CBS Morning News- 3-5 Times/wk (Adult)	TV - Television Viewership
4877	MM50601ZC	Watch Early Evening ABC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4878	MM50602ZC	Watch Early Evening CBS (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4879	MM50604ZC	Watch Early Evening FOX (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4880	MM50605ZC	Watch Early Evening NBC (local TV news) - 3-5 Times/wk (Adult)	TV - Television Viewership
4881	MMO4117ZC	Watch NBC Early Today- 3-5 Times/wk (Adult)	TV - Television Viewership
4882	MMO3986ZC	Watch ABC Good Morning America- 3-5 Times/wk (Adult)	TV - Television Viewership
4883	MM50613ZC	Watch Late Evening ABC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4884	MM50614ZC	Watch Late Evening CBS (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4885	MM50616ZC	Watch Late Evening FOX (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4886	MM50617ZC	Watch Late Evening NBC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4887	MMO4094ZC	Watch Late Show w/David Letterman- 3-5 Times/wk (Adult)	TV - Television Viewership
4888	MM50618ZC	Watch Lets Make a Deal- 3-5 Times/wk (Adult)	TV - Television Viewership
4889	MMO4121ZC	Watch NBC Nightly News- 3-5 Times/wk (Adult)	TV - Television Viewership
4890	MM50314ZC	Watch PBS NewsHour 3-5 Times/wk (Adult)	TV - Television Viewership
4891	MMO4016ZC	Watch Bold & Beautiful- 3-5 Times/wk (Adult)	TV - Television Viewership
4892	MMO4141ZC	Watch Price is Right- 3-5 Times/wk (Adult)	TV - Television Viewership
4893	MMO4166ZC	Watch The View- 3-5 Times/wk (Adult)	TV - Television Viewership
4894	MMO8175ZC	Watch Young & Restless- 3-5 Times/wk (Adult)	TV - Television Viewership
4895	MM50638ZC	Watch Today III - 4th Hour- 3-5 Times/wk (Adult)	TV - Television Viewership
4896	MMO4124ZC	Watch NBC Today Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4897	MMO3975ZC	Watch 20/20 Friday- 2-4 Times/mo (Adult)	TV - Television Viewership
4898	MMO4193ZC	Watch 48 Hour Mystery- 2-4 Times/mo (Adult)	TV - Television Viewership
4899	MMO3980ZC	Watch 60 Minutes- 2-4 Times/mo (Adult)	TV - Television Viewership
4900	MMO3992ZC	Watch ABC This Week- 2-4 Times/mo (Adult)	TV - Television Viewership
4901	MMO3996ZC	Watch ABC World News Tonight Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4902	MMO3997ZC	Watch ABC World News Tonight Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4903	MMO4612ZC	Watch American Idol- 2-4 Times/mo (Adult)	TV - Television Viewership
4904	MMO4613ZC	Watch America's Funniest Home Videos- 2-4 Times/mo (Adult)	TV - Television Viewership
4905	MMO8210ZC	Watch America's Next Top Model- 2-4 Times/mo (Adult)	TV - Television Viewership
4906	MMO4009ZC	Watch Antiques Roadshow- 2-4 Times/mo (Adult)	TV - Television Viewership
4907	MMO4022ZC	Watch CBS Evening News Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4908	MMO4023ZC	Watch CBS Evening News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4909	MMO4025ZC	Watch CBS Face the Nation- 2-4 Times/mo (Adult)	TV - Television Viewership
4910	MMO4031ZC	Watch CBS Sunday Morning- 2-4 Times/mo (Adult)	TV - Television Viewership
4911	MMO4040ZC	Watch CSI- 2-4 Times/mo (Adult)	TV - Television Viewership
4912	MM42864ZC	Watch Dateline- 2-4 Times/mo (Adult)	TV - Television Viewership
4913	MMO4050ZC	Watch Entertainment Tonight- Weekend- 2-4 Times/mo (Adult)	TV - Television Viewership
4914	MMO5880ZC	Watch Family Guy- 2-4 Times/mo (Adult)	TV - Television Viewership
4915	MMO4061ZC	Watch Fox News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4916	MMO4066ZC	Watch Frontline- 2-4 Times/mo (Adult)	TV - Television Viewership
4917	MM50610ZC	Watch Glee- 2-4 Times/mo (Adult)	TV - Television Viewership
4918	MMO5885ZC	Watch Grey's Anatomy- 2-4 Times/mo (Adult)	TV - Television Viewership
4919	MM50914ZC	Watch Hells Kitchen- 2-4 Times/mo (Adult)	TV - Television Viewership
4920	MMO4097ZC	Watch Law & Order: SVU- 2-4 Times/mo (Adult)	TV - Television Viewership
4921	MMO8095ZC	Watch Masterpiece- 2-4 Times/mo (Adult)	TV - Television Viewership
4922	MM50620ZC	Watch Modern Family- 2-4 Times/mo (Adult)	TV - Television Viewership
4923	MMO4116ZC	Watch Nature- 2-4 Times/mo (Adult)	TV - Television Viewership
4924	MMO4119ZC	Watch NBC Nightly News Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4925	MMO4120ZC	Watch NBC Nightly News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4926	MMO4122ZC	Watch NBC Saturday Today- 2-4 Times/mo (Adult)	TV - Television Viewership
4927	MM50621ZC	Watch NCIS - Los Angeles- 2-4 Times/mo (Adult)	TV - Television Viewership
4928	MMO4129ZC	Watch NOVA- 2-4 Times/mo (Adult)	TV - Television Viewership
4929	MM50623ZC	Watch Parenthood- 2-4 Times/mo (Adult)	TV - Television Viewership
4930	MM50624ZC	Watch Parks & Recreation- 2-4 Times/mo (Adult)	TV - Television Viewership
4931	MM42866ZC	Watch Saturday Night Live- 2-4 Times/mo (Adult)	TV - Television Viewership
4932	MM50626ZC	Watch Shark Tank- 2-4 Times/mo (Adult)	TV - Television Viewership
4933	MMO5920ZC	Watch Survivor- 2-4 Times/mo (Adult)	TV - Television Viewership
4934	MM50915ZC	Watch The Amazing Race- 2-4 Times/mo (Adult)	TV - Television Viewership
4935	MM42867ZC	Watch The Big Bang Theory- 2-4 Times/mo (Adult)	TV - Television Viewership
4936	MM50634ZC	Watch The Good Wife- 2-4 Times/mo (Adult)	TV - Television Viewership
4937	MM50316ZC	Watch The Mentalist- 2-4 Times/mo (Adult)	TV - Television Viewership
4938	MM50635ZC	Watch The Middle- 2-4 Times/mo (Adult)	TV - Television Viewership
4939	MMO4165ZC	Watch The Simpsons- 2-4 Times/mo (Adult)	TV - Television Viewership
4940	MM50637ZC	Watch The Vampire Diaries- 2-4 Times/mo (Adult)	TV - Television Viewership
4941	MMO4168ZC	Watch This Old House- 2-4 Times/mo (Adult)	TV - Television Viewership
4942	MM50640ZC	Watch Undercover Boss- 2-4 Times/mo (Adult)	TV - Television Viewership
4943	MMO4179ZC	Watch Washington Week- 2-4 Times/mo (Adult)	TV - Television Viewership
4944	MMO4194ZC	Any Domestic Travel- 1yr (Adult)	Travel
4945	MMO4195ZC	Any Foreign Travel- 3yr (Adult)	Travel
4946	MMO4196ZC	Business Travel by Airplane- 3+- 1yr (Adult)	Travel
4947	MM42855ZC	Buy Airline Tickets by Mail/Phone- 1yr (Adult)	Travel
4948	MMO8230ZC	Buy Any Airline Tickets via Internet- 1yr (Adult)	Travel
4949	MMO4199ZC	Cruise on Carnival- 3yr (Adult)	Travel
4950	MMO4200ZC	Cruise on Norwegian- 3yr (Adult)	Travel
4951	MMO4201ZC	Cruise on Princess- 3yr (Adult)	Travel
4952	MMO4202ZC	Cruise on Royal Caribbean- 3yr (Adult)	Travel
4953	MMO4652ZC	Definitely/Probably Take Cruise- 1yr (Adult)	Travel
4954	MMO4653ZC	Definitely/Probably Visit Abroad- Vacation- 1yr (Adult)	Travel
4955	MMO4655ZC	Definitely/Probably Visit Caribbean- 1yr (Adult)	Travel
4956	MMO4654ZC	Definitely/Probably Visit Europe- 1yr (Adult)	Travel
4957	MMO4650ZC	Definitely/Probably Visit Florida- 1yr (Adult)	Travel
4958	MMO4649ZC	Definitely/Probably Visit Hawaii- 1yr (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4959	MMO4656ZC	Definitely/Probably Visit Mexico- 1yr (Adult)	Travel
4960	MM42243ZC	Definitely/Probably Visit Other Country- 1yr (Adult)	Travel
4961	MMO4657ZC	Definitely/Probably Visit South America- 1yr (Adult)	Travel
4962	MMO4651ZC	Definitely/Probably Visit Theme Park- 1yr (Adult)	Travel
4963	MMO4234ZC	Domestic Travel- <\$3K- 1yr (Adult)	Travel
4964	MM50917ZC	Domestic Travel- \$3K+- 1yr (Adult)	Travel
4965	MMO4235ZC	Domestic Travel- Any Business Trip- 1yr (Adult)	Travel
4966	MMO4236ZC	Domestic Travel- Any Trip- <500 Miles- 1yr (Adult)	Travel
4967	MMO4238ZC	Domestic Travel- Any Trip- 500+ Miles- 1yr (Adult)	Travel
4968	MMO4237ZC	Domestic Travel- Any Trip- 15+ Nights- 1yr (Adult)	Travel
4969	MMO4239ZC	Domestic Travel- Any Vacation Trip- 1yr (Adult)	Travel
4970	MM62791ZC	Domestic Travel Any Vacation: 1 Trip- 1yr (Adult)	Travel
4971	MM62792ZC	Domestic Travel Any Vacation: 2 Trips- 1yr (Adult)	Travel
4972	MM62793ZC	Domestic Travel Any Vacation: 3+ Trips- 1yr (Adult)	Travel
4973	MMO4203ZC	Domestic Travel by Airplane- 1yr (Adult)	Travel
4974	MMO4205ZC	Domestic Travel by Car- 1yr (Adult)	Travel
4975	MMO4207ZC	Domestic Travel by Railroad- 1yr (Adult)	Travel
4976	MMO4208ZC	Domestic Travel by Rental Car- 1yr (Adult)	Travel
4977	MM42856ZC	Domestic Travel During April-June- 1yr (Adult)	Travel
4978	MM42857ZC	Domestic Travel During January-March- 1yr (Adult)	Travel
4979	MM42858ZC	Domestic Travel During July-September- 1yr (Adult)	Travel
4980	MM42859ZC	Domestic Travel During October-December- 1yr (Adult)	Travel
4981	MM62802ZC	Domestic Travel for Business (paid for by company)- 1yr (Adult)	Travel
4982	MM62803ZC	Domestic Travel for Business (paid for by self)- 1yr (Adult)	Travel
4983	MM62804ZC	Domestic Travel for Part business/Part vacation- 1yr (Adult)	Travel
4984	MM62805ZC	Domestic Travel for Personal (not vacation)- 1yr (Adult)	Travel
4985	MMO4240ZC	Domestic Travel- Last Trip by Airplane- 1yr (Adult)	Travel
4986	MMO4241ZC	Domestic Travel- Last Trip by Car- 1yr (Adult)	Travel
4987	MMO4242ZC	Domestic Travel- Last Trip by Rental Car- 1yr (Adult)	Travel
4988	MM62814ZC	Domestic Travel Number of Round Trips: 1- 1yr (Adult)	Travel
4989	MM62819ZC	Domestic Travel Number of Round Trips: 2- 1yr (Adult)	Travel
4990	MM62815ZC	Domestic Travel Number of Round Trips: 3- 1yr (Adult)	Travel
4991	MM62816ZC	Domestic Travel Number of Round Trips: 4- 1yr (Adult)	Travel
4992	MM62817ZC	Domestic Travel Number of Round Trips: 5- 1yr (Adult)	Travel
4993	MM62818ZC	Domestic Travel Number of Round Trips: 6- 1yr (Adult)	Travel
4994	MMO4213ZC	Domestic Travel on American Airlines- 1yr (Adult)	Travel
4995	MMO4648ZC	Domestic Travel on Jet Blue- 1yr (Adult)	Travel
4996	MMO4216ZC	Domestic Travel on Southwest Airlines- 1yr (Adult)	Travel
4997	MMO4219ZC	Domestic Travel on USAir- 1yr (Adult)	Travel
4998	MM62820ZC	Domestic Travel Part Business/Part Vacation: 1 Trip- 1yr (Adult)	Travel
4999	MMO4232ZC	Domestic Travel Personal (Non Vacation) Trip Only- 1yr (Adult)	Travel
5000	MM50320ZC	Domestic Travel to AZ, NM- 1yr (Adult)	Travel
5001	MMO4221ZC	Domestic Travel to CA- 1yr (Adult)	Travel
5002	MMO4222ZC	Domestic Travel to DE/MD/DC- 1yr (Adult)	Travel
5003	MMO4223ZC	Domestic Travel to FL- 1yr (Adult)	Travel
5004	MMO4224ZC	Domestic Travel to MA/CT/RI- 1yr (Adult)	Travel
5005	MMO4225ZC	Domestic Travel to ME/NH/VT- 1yr (Adult)	Travel
5006	MMO4226ZC	Domestic Travel to North Central Region- 1yr (Adult)	Travel
5007	MMO4227ZC	Domestic Travel to North East Region- 1yr (Adult)	Travel
5008	MM50322ZC	Domestic Travel to NV- 1yr (Adult)	Travel
5009	MMO4228ZC	Domestic Travel to NY/PA/NJ- 1yr (Adult)	Travel
5010	MMO4229ZC	Domestic Travel to South Region- 1yr (Adult)	Travel
5011	MMO4230ZC	Domestic Travel to UT/CO- 1yr (Adult)	Travel
5012	MMO4231ZC	Domestic Travel to West Region- 1yr (Adult)	Travel
5013	MMO4243ZC	Domestic Travel- Use Travel Agent- 1yr (Adult)	Travel
5014	MM62835ZC	Domestic Travel Vacation/Honeymn/Pers.(ex.Bus): 1 Trip- 1yr (Adult)	Travel
5015	MM62836ZC	Domestic Travel Vacation/Honeymn/Pers.(ex.Bus): 2 Trips- 1yr (Adult)	Travel
5016	MM62842ZC	Domestic Travel Vaca/Honeymn/Pers.(ex.Bus): 3+ Trips- 1yr (Adult)	Travel
5017	MMO4244ZC	Domestic Vacation- Go Shopping- 1yr (Adult)	Travel
5018	MMO4246ZC	Domestic Vacation- Go to Beach- 1yr (Adult)	Travel
5019	MMO4247ZC	Domestic Vacation- National Park- 1yr (Adult)	Travel
5020	MMO4248ZC	Domestic Vacation- Play Golf- 1yr (Adult)	Travel
5021	MMO4250ZC	Domestic Vacation- Spa- 1yr (Adult)	Travel
5022	MM51036ZC	Foreign Travel- \$3K+- 1yr (Adult)	Travel
5023	MMO4268ZC	Foreign Travel- <\$3K- 1yr (Adult)	Travel
5024	MMO4251ZC	Foreign Travel by Airplane- 3yr (Adult)	Travel
5025	MMO4252ZC	Foreign Travel by Airplane- Coach Class- 3yr (Adult)	Travel
5026	MMO4253ZC	Foreign Travel by Airplane- First Class- 3yr (Adult)	Travel
5027	MMO4254ZC	Foreign Travel by Bus- 3yr (Adult)	Travel
5028	MMO4255ZC	Foreign Travel by Car- 3yr (Adult)	Travel
5029	MMO4256ZC	Foreign Travel by Cruise Ship- 3yr (Adult)	Travel
5030	MMO4257ZC	Foreign Travel by Railroad- 3yr (Adult)	Travel
5031	MMO4258ZC	Foreign Travel by Rented Car- 3yr (Adult)	Travel
5032	MMO4259ZC	Foreign Travel during April-June- 3yr (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5033	MMO4260ZC	Foreign Travel during January-March- 3yr (Adult)	Travel
5034	MMO4261ZC	Foreign Travel during July-September- 3yr (Adult)	Travel
5035	MMO4262ZC	Foreign Travel during October-December- 3yr (Adult)	Travel
5036	MMO4263ZC	Foreign Travel for 15+ Nights- 3yr (Adult)	Travel
5037	MMO4269ZC	Foreign Travel Use Travel Agent- 3yr (Adult)	Travel
5038	MMO4270ZC	Foreign Trips- 3+ Trips- 3yr (Adult)	Travel
5039	MMO4271ZC	Gamble at Atlantic City- 1yr (Adult)	Travel
5040	MMO4273ZC	Gamble at Las Vegas- 1yr (Adult)	Travel
5041	MMO4276ZC	Member of Frequent Flyer Program (Adult)	Travel
5042	MMO4277ZC	Own a Valid Passport (Adult)	Travel
5043	MMO4279ZC	Own Vacation/Weekend Home (Household)	Travel
5044	MMO4280ZC	Personal Travel by Airplane- 3+- 1yr (Adult)	Travel
5045	MM62876ZC	Stay at Bed & Breakfast- 1yr (Adult)	Travel
5046	MM62877ZC	Stay at Best Western- 1yr (Adult)	Travel
5047	MMO4281ZC	Stay at Best Western on Vacation- 1yr (Adult)	Travel
5048	MMO4282ZC	Stay at Comfort Inn on Vacation- 1yr (Adult)	Travel
5049	MM62878ZC	Stay at Comfort Inns- 1yr (Adult)	Travel
5050	MM62881ZC	Stay at Courtyard (by Marriott)- 1yr (Adult)	Travel
5051	MMO4331ZC	Stay at Courtyard (by Marriott) on Vacation- 1yr (Adult)	Travel
5052	MM62882ZC	Stay at Days Inn- 1yr (Adult)	Travel
5053	MMO4283ZC	Stay at Days Inn on Vacation- 1yr (Adult)	Travel
5054	MM62883ZC	Stay at Doubletree- 1yr (Adult)	Travel
5055	MM62885ZC	Stay at Embassy Suites- 1yr (Adult)	Travel
5056	MM62886ZC	Stay at Fairfield Inn (by Marriott)- 1yr (Adult)	Travel
5057	MM62887ZC	Stay at Hampton Inn- 1yr (Adult)	Travel
5058	MM62888ZC	Stay at Hilton- 1yr (Adult)	Travel
5059	MMO4284ZC	Stay at Hilton on Vacation- 1yr (Adult)	Travel
5060	MM62890ZC	Stay at Holiday Inn- 1yr (Adult)	Travel
5061	MM62891ZC	Stay at Holiday Inn Express- 1yr (Adult)	Travel
5062	MMO4285ZC	Stay at Holiday Inn on Vacation- 1yr (Adult)	Travel
5063	MM62892ZC	Stay at Hyatt- 1yr (Adult)	Travel
5064	MMO4286ZC	Stay at Hyatt on Vacation- 1yr (Adult)	Travel
5065	MM62893ZC	Stay at La Quinta Inns & Suites- 1yr (Adult)	Travel
5066	MM62894ZC	Stay at Marriott Hotels, Resorts and Suites- 1yr (Adult)	Travel
5067	MMO4287ZC	Stay at Marriott on Vacation- 1yr (Adult)	Travel
5068	MM62895ZC	Stay at Motel 6- 1yr (Adult)	Travel
5069	MM62896ZC	Stay at Other- 1yr (Adult)	Travel
5070	MM62897ZC	Stay at Other hotel/motel (non-chain)- 1yr (Adult)	Travel
5071	MM62898ZC	Stay at Other hotel/motel chain- 1yr (Adult)	Travel
5072	MM62899ZC	Stay at Quality Inns- 1yr (Adult)	Travel
5073	MM62900ZC	Stay at Sheraton- 1yr (Adult)	Travel
5074	MM62901ZC	Stay at Super 8- 1yr (Adult)	Travel
5075	MM62902ZC	Stay at Westin- 1yr (Adult)	Travel
5076	MM62903ZC	Stay at Wyndham- 1yr (Adult)	Travel
5077	MMO4292ZC	Took 3+ Cruises- 3yr (Adult)	Travel
5078	MMO4293ZC	Travel on All Inclusive Package Trip- 3yr (Adult)	Travel
5079	MMO4295ZC	Travel to Alaska- 3yr (Adult)	Travel
5080	MMO4298ZC	Travel to Bahamas- 3yr (Adult)	Travel
5081	MMO4301ZC	Travel to Canada- 3yr (Adult)	Travel
5082	MMO4302ZC	Travel to Central/South America- 3yr (Adult)	Travel
5083	MMO4305ZC	Travel to France- 3yr (Adult)	Travel
5084	MMO4306ZC	Travel to Germany- 3yr (Adult)	Travel
5085	MMO4308ZC	Travel to Hawaii- 3yr (Adult)	Travel
5086	MMO4309ZC	Travel to Ireland/United Kingdom- 3yr (Adult)	Travel
5087	MMO4311ZC	Travel to Italy- 3yr (Adult)	Travel
5088	MMO4312ZC	Travel to Jamaica- 3yr (Adult)	Travel
5089	MMO4313ZC	Travel to Japan/Hong Kong/Other Asia- 3yr (Adult)	Travel
5090	MMO4314ZC	Travel to Mexico- 3yr (Adult)	Travel
5091	MMO4316ZC	Travel to Other Caribbean Islands- 3yr (Adult)	Travel
5092	MMO4317ZC	Travel to Puerto Rico- 3yr (Adult)	Travel
5093	MMO4318ZC	Travel to Spain/Portugal- 3yr (Adult)	Travel
5094	MM50644ZC	Travel to Western Europe- 3yr (Adult)	Travel
5095	MM62907ZC	Use for Domestic Travel Last Trip: American/American Eagle - 1yr (Adult)	Travel
5096	MM62908ZC	Use for Domestic Travel Last Trip: Delta- 1yr (Adult)	Travel
5097	MM62909ZC	Use for Domestic Travel Last Trip: JetBlue- 1yr (Adult)	Travel
5098	MM62910ZC	Use for Domestic Travel Last Trip: Southwest- 1yr (Adult)	Travel
5099	MM62911ZC	Use for Domestic Travel Last Trip: US Airways- 1yr (Adult)	Travel
5100	MM62912ZC	Use for Transportation on Average Weekday: Bicycle (Adult)	Travel
5101	MM62913ZC	Use for Transportation on Average Weekday: Bus (Adult)	Travel
5102	MM62914ZC	Use for Transportation on Average Weekday: Driving (not in a carpool) (Adult)	Travel
5103	MM62915ZC	Use for Transportation on Average Weekday: Driving in a carpool (Adult)	Travel
5104	MM62916ZC	Use for Transportation on Average Weekday: Motorcycle (Adult)	Travel
5105	MM62917ZC	Use for Transportation on Average Weekday: Other (Adult)	Travel
5106	MM62918ZC	Use for Transportation on Average Weekday: Subway/Metro (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5107	MM62919ZC	Use for Transportation on Average Weekday: Taxi (Adult)	Travel
5108	MM62920ZC	Use for Transportation on Average Weekday: Train (Adult)	Travel
5109	MM62921ZC	Use for Transportation on Average Weekday: Walking (Adult)	Travel
5110	MM62922ZC	Use for Transportation on Average Weekend: Bicycle (Adult)	Travel
5111	MM62923ZC	Use for Transportation on Average Weekend: Bus (Adult)	Travel
5112	MM62924ZC	Use for Transportation on Average Weekend: Driving (not in a carpool) (Adult)	Travel
5113	MM62925ZC	Use for Transportation on Average Weekend: Driving in a carpool (Adult)	Travel
5114	MM62926ZC	Use for Transportation on Average Weekend: Motorcycle (Adult)	Travel
5115	MM62927ZC	Use for Transportation on Average Weekend: Other (Adult)	Travel
5116	MM62928ZC	Use for Transportation on Average Weekend: Subway/Metro (Adult)	Travel
5117	MM62929ZC	Use for Transportation on Average Weekend: Walking (Adult)	Travel
5118	MMO4320ZC	Visit Any Busch Gardens Park- 1yr (Adult)	Travel
5119	MMO4321ZC	Visit Any Disney World Park (FL)- 1yr (Adult)	Travel
5120	MMO4322ZC	Visit Any Sea World Park- 1yr (Adult)	Travel
5121	MMO4324ZC	Visit Any Theme Park- 1yr (Adult)	Travel
5122	MM42244ZC	Visit Any Theme Park/Indoor Water Park- 1yr (Adult)	Travel
5123	MMO4325ZC	Visit Any Universal Studios Park- 1yr (Adult)	Travel
5124	MMO4326ZC	Visit Disneyland (CA)- 1yr (Adult)	Travel