

# Smart TargetPlus Lists

Ruf's lifestyle lists provide marketers with the ability to select lists of consumers who have been evaluated as the highest in increased likelihood to engage in behaviors relative to national standards. Using demographic and psychographic data in powerful consumer models, Ruf's lifestyles identify superior candidates for your message without the high costs of response lists or the limited counts available from self-reported survey data.



Select households with a high propensity to exhibit your desired behaviors. You can choose households based on media preferences, credit card usage, auto ownership, hobbies, travel styles, shopping tendencies, and more. For example, you could use modeled lifestyles such as reads photography publications, has an American Express card, owns a foreign premium sporty car, and does not buy unknown brands merely to save money. Whatever you're looking for, Smart TargetsPlus can deliver!

# Smart TargetPlus Lists

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
<b>Media - Print</b>			0041	Highly loyal reader of Consumer Reports	5,164,833	0082	Daily newspaper - Read entertainment section/pages	4,642,373
0001	Read African American appeal publications	4,251,454	0042	Highly loyal reader of Cosmopolitan	2,636,168	0083	Daily newspaper - Read fashion section/pages	3,992,424
0002	Read airline/in flight publications	4,609,451	0043	Highly loyal reader of Cycle World	1,087,985	0084	Daily newspaper - Read food and cooking section/pages	5,346,389
0003	Read automotive publications	6,238,428	0044	Highly loyal reader of Ebony	2,570,414	0085	Daily newspaper - Read front page	6,245,798
0004	Read boating & yachting publications	3,277,875	0045	Highly loyal reader of The Economist	1,049,016	0086	Daily newspaper - Read general news section/pages	5,538,175
0005	Read business & finance publications	5,217,298	0046	Highly loyal reader of Entertainment Weekly	2,934,804	0087	Daily newspaper - Read home, furnishings, or gardening section/pages	5,649,198
0006	Read child rearing/parenthood publications	6,131,581	0047	Highly loyal reader of Family Circle	4,132,154	0088	Daily newspaper - Read movie listings section/pages	4,189,287
0007	Read computer publications	3,634,419	0048	Highly loyal reader of Field & Stream	3,482,963	0089	Daily newspaper - Read science and technology section/pages	4,527,417
0008	Read epicurean publications	5,644,442	0049	Highly loyal reader of Gamepro	1,480,040	0090	Daily newspaper - Read sports section/pages	5,722,694
0009	Read health publications	4,896,103	0050	Highly loyal reader of Glamour	1,860,668	0091	Daily newspaper - Read travel section/pages	5,368,991
0010	Read home & home improvement publications	7,267,874	0051	Highly loyal reader of Golf Digest	3,898,198	0092	Daily newspaper - Read television and radio listings section/pages	5,940,766
0011	Read men's publications	4,781,789	0052	Highly loyal reader of GO	1,778,455	<b>Media - Radio</b>		
0012	Read metropolitan/regional/state publications	6,330,560	0053	Highly loyal reader of Guns & Ammo	1,823,400	0093	Listen to adult contemporary radio	5,100,381
0013	Read motorcycle publications	2,233,941	0054	Highly loyal reader of Maxim	3,654,845	0094	Listen to album oriented rock (AOR) including modern rock radio	4,055,686
0014	Read music scene publications	2,790,441	0055	Highly loyal reader of Men's Health	1,775,987	0095	Listen to news radio	6,960,357
0015	Read news publications	4,938,898	0056	Highly loyal reader of National Enquirer	826,878	0096	Listen to alternative/adult alternative radio	4,792,484
0016	Read photography publications	1,592,359	0057	Highly loyal reader of National Geographic	4,959,979	0097	Listen to black/rhythm & blues radio	2,721,377
0017	Read popular entertainment publications	3,735,752	0058	Highly loyal reader of The New Yorker	2,577,286	0098	Listen to contemporary hit radio	4,922,063
0018	Read science/technology publications	5,506,188	0059	Highly loyal reader of O, The Oprah Magazine	2,023,149	0099	Listen to classic rock radio	5,113,501
0019	Read sports publications	5,282,709	0060	Highly loyal reader of Parents	4,790,725	0100	Listen to classical radio	3,972,042
0020	Read travel publications	5,816,473	0061	Highly loyal reader of PC Gamer	39,616	0101	Listen to country (or western) radio	6,333,281
0021	Read women's publications	5,492,118	0062	Highly loyal reader of Penthouse	2,170,215	0102	Listen to easy listening radio	4,459,048
0022	Read women's bridal publications	1,071,696	0063	Highly loyal reader of Playboy	3,126,301	0103	Listen to golden oldies radio	4,839,094
0023	Read women's fashion, beauty & grooming publications	3,542,436	0064	Highly loyal reader of Prevention	3,793,527	0104	Listen to jazz radio	3,569,204
0024	Read Fishing/Hunting Magazines	5,933,862	0065	Highly loyal reader of Reader's Digest	6,365,653	0105	Listen to news/business news/talk radio	7,200,363
0025	Read Outdoor Recreation Magazines - other than Fishing/Hunting	1,550,485	0066	Highly loyal reader of Rolling Stone	1,971,567	0106	Listen to nostalgia/big band radio	5,392,391
0026	Read Firearms Interest Magazines	3,783,024	0067	Highly loyal reader of Shape	1,177,994	0107	Listen to religious radio	3,804,639
0027	Read Men's Fashion and Lifestyle Magazines	2,561,364	0068	Highly loyal reader of Sierra Magazine	607,994	0108	Listen to soft contemporary (lite/soft rock) radio	4,303,833
0028	Read Men's Health and Fitness Magazines	3,727,499	0069	Highly loyal reader of Smithsonian	3,034,093	0109	Listen to Spanish radio	5,095,564
0029	Read Golf Magazines	6,045,228	0070	Highly loyal reader of Southern Living	4,590,703	0110	Listen to urban contemporary radio	4,565,947
0030	Read Sports Fitness, and Exercise Magazines	4,048,718	0071	Highly loyal reader of Soap Opera Digest	995,865	0111	Satellite Radio - Own or plan to buy in next 12 months	4,724,071
0031	Read Women's Health and Fitness Magazines	3,651,886	0072	Highly loyal reader of Sports Illustrated	3,531,455	0112	Own a MP3 music/digital media player	4,929,435
0032	Read Tabloid Magazines	2,663,628	0073	Highly loyal reader of TV Guide	4,032,286	0113	Purchased more than 20 music downloads in the last year	2,922,842
0033	Read Soap Opera Magazines	2,329,898	0074	Subscribe or otherwise purchase The New York Times	3,289,710	<b>Media - TV</b>		
0034	Read Culture and The Arts Magazines	4,802,052	0075	Subscribe or otherwise purchase USA Today	2,142,544	0114	Does not own a television set	2,019,737
0035	Highly loyal reader of AARP, The Magazine	7,321,485	0076	Subscribe or otherwise purchase The Wall Street Journal	3,063,155	0115	Owns a TV 41 inches or larger	6,975,458
0036	Highly loyal reader of Architectural Digest	2,279,231	0077	Daily newspaper - Read every section or page	6,463,662	0116	Owns a HDTV (High Definition TV)	5,258,191
0037	Highly loyal reader of Better Homes and Gardens	6,143,432	0078	Daily newspaper - Read business and finance section/pages	6,677,314	0117	Subscribe to cable TV	5,050,456
0038	Highly loyal reader of Blender	48,615	0079	Daily newspaper - Read classified advertisements section/pages	4,497,906	0118	Has digital cable	4,954,547
0039	Highly loyal reader of Car and Driver	2,790,109	0080	Daily newspaper - Read comics section/pages	5,655,450	0119	Has a satellite dish receiver system	6,660,505
0040	Highly loyal reader of Conde Nast Traveler	3,042,551	0081	Daily newspaper - Read editorial section/pages	6,152,936	0120	Have cable company as a service provider	4,157,903
						0121	Have DIRECTV as a service provider	3,658,855

SELECT FROM OVER 2200 LIFESTYLES

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0122	Have DISH Network as a service provider	6,145,116	0165	Watch news/documentary television shows	6,798,677	0226	Watch Discovery Home	1,825,720
0123	Have TIVO as a service provider	3,924,691	0166	Watch reality television shows	5,025,814	0227	Watch Discovery Times	2,724,688
0124	Currently receive premium/pay cable channels	5,873,467	0167	Watch science television shows	3,757,221	0228	Watch Disney	3,991,925
0125	Currently receive Cinemax	5,264,230	0168	Watch situation comedy television shows	4,511,010	0229	Watch DIY (Do-It-Yourself)	3,897,634
0126	Currently receive Encore	5,726,627	0169	Watch sports television shows	5,274,950	0230	Watch ESPN2	4,366,478
0127	Currently receive HBO	6,243,380	0170	Watch western drama television shows	1,678,020	0231	Watch ESPN Classic	3,389,283
0128	Currently receive The Movie Channel	6,673,856	0171	Watch television home shopping shows	4,502,629	0232	Watch ESPN News	4,163,446
0129	Currently receive Starz	6,008,449	0172	Frequently buy from home shopping channels		0233	Watch Familynet	1,332,316
0130	Currently receive ShowTime	5,629,938	0173	Does not view any cable networks	3,826,287	0234	Watch Fine Living	2,121,040
0131	Has access to pay per view TV	5,521,184	0174	Watch the A&E channel	5,066,318	0235	Watch Food Network	4,143,748
0132	Watch pay per view sports other than wrestling	3,995,699	0175	Watch AMC	4,073,530	0236	Watch FSN	4,230,682
0133	Watch pay per view movies	5,886,266	0176	Watch BET	4,029,356	0237	Watch Fuse	2,502,800
0134	Watch ESPN Sports pay per view programs	1,949,068	0177	Watch Animal Planet	4,413,794	0238	Watch G4	2,229,883
0135	Watch WWE Wrestling pay per view programs	2,702,822	0178	Watch Bravo!	4,277,287	0239	Watch GAC	2,551,341
0136	Watch Adult-Oriented pay per view programs	2,837,856	0179	Watch the Cartoon Network	3,112,257	0240	Watch The Golf Channel	3,867,277
0137	Watched pay per view TV 5 or more times in the last year	5,322,976	0180	Watch CNN	4,991,934	0241	Watch GSN	2,983,423
0138	Watch pro baseball on TV frequently	5,191,159	0181	Watch Comedy Central	4,336,921	0242	Watch Hallmark Channel	5,111,650
0139	Watch college basketball on TV frequently	5,914,664	0182	Watch Country Music Television	5,386,864	0243	Watch HBO (Home Box Office)	5,192,565
0140	Watch pro basketball on TV frequently	3,622,120	0183	Watch the Discovery channel	4,449,248	0244	Watch IFC (Independent Film Channel)	2,375,077
0141	Watch bowling on TV frequently	2,387,342	0184	Watch E! Entertainment Television	3,880,018	0245	Watch In Demand	1,861,551
0142	Watch boxing on TV frequently	2,728,648	0185	Watch Encore	3,642,996	0246	Watch INSP (Inspirational Network)	2,394,015
0143	Watch college football on TV frequently	5,304,426	0186	Watch ESPN	4,917,510	0247	Watch Lifetime Movie Network	4,192,406
0144	Watch pro football on TV frequently	5,493,791	0187	Watch Fox News Channel	6,047,213	0248	Watch Military Channel	2,680,756
0145	Watch NFL football pre-game shows on TV in the last year	4,969,132	0188	Watch FX	4,311,479	0249	Watch MTV2	3,002,504
0146	Watch fishing on TV frequently	3,501,662	0189	Watch CNN Headline News	5,248,173	0250	Watch National Geographic Channel	4,445,218
0147	Watch golf on TV frequently	6,530,256	0190	Watch the History channel	5,408,669	0251	Watch The Outdoor Channel	4,505,012
0148	Watch ice hockey on TV frequently	5,219,231	0191	Watch HGTV	5,493,028	0252	Watch OLN (Outdoor Life Network) Channel	4,691,231
0149	Watch rodeo on TV frequently	3,213,083	0192	Watch the Learning channel	5,074,699	0253	Watch Oxygen	3,897,276
0150	Watch tennis on TV frequently	3,862,582	0193	Watch Lifetime	4,849,176	0254	Watch Discovery Science	3,401,161
0151	Watch TV horse racing occasionally or frequently	4,804,093	0194	Watch MSNBC	4,827,121	0255	Watch Showtime	3,947,429
0152	Watch stock car/NASCAR racing on TV frequently	5,129,316	0195	Watch MTV	4,012,524	0256	Watch Soapnet	3,538,609
0153	Watch NASCAR Busch Series auto racing on TV frequently	4,912,315	0196	Watch Nickelodeon	3,707,797	0257	Watch Speed	3,950,751
0154	Watch NASCAR Nextel Cup Series auto racing on TV frequently	5,573,877	0197	Watch Nick at Nite	3,293,626	0258	Watch Style	3,176,758
0155	Watch Indy Car Racing on TV frequently	3,067,289	0198	Watch the Sci-Fi channel	4,437,719	0259	Watch Sundance Channel	2,867,351
0156	Watch TV weekend/daytime informational	4,860,512	0199	Watch STARZ!	3,880,886	0260	Watch Superstation WGN	3,371,563
0157	Watch TV prime time general drama	4,707,052	0200	Watch TBS	4,449,528	0261	Watch Toon Disney	3,969,002
0158	Watch TV prime time feature film	4,814,917	0201	Watch The Movie Channel	3,269,862	0262	Watch TCM (Turner Classic Movies)	5,448,153
0159	Watch TV prime time situation comedy	4,511,010	0202	Watch The Travel channel	4,734,276	0263	Watch TV Guide Channel	3,910,534
0160	Watch comedy / variety television shows	4,825,742	0203	Watch Spike TV	4,515,895	0264	Watch TV Land	4,653,605
0161	Watch evening animation television shows	3,659,060	0204	Watch TNT	4,427,368	0265	Watch WE (Women's Entertainment)	3,713,506
0162	Watch feature film television shows	4,814,917	0205	Watch the USA channel	4,423,705		<b>Media - Online</b>	
0163	Watch general drama television shows	4,707,052	0206	Watch The Weather Channel	5,738,938	0266	Used America Online (AOL) in the past 30 days	5,030,346
0164	Watch how-to television shows	5,297,298	0207	Watch VH-1	4,041,487	0267	Used AT&T WorldNet in the past 30 days	2,522,938
			0208	Watch TV mon. - fri. early morning	5,193,665	0268	Used CompuServe in the past 30 days	2,776,491
			0209	Watch TV mon. - fri. late morning	5,588,371	0269	Used Net Zero/Juno in the past 30 days	2,814,376
			0210	Watch TV mon. - fri. afternoon	5,522,927	0270	Used MSN in the past 30 days	5,004,470
			0211	Watch TV mon. - fri. early fringe	6,422,688	0271	Used Web TV in the past 30 days	1,238,562
			0212	Watch TV mon. - fri. prime time	5,242,486	0272	Used other internet providers in the past 30 days	5,441,184
			0213	Watch TV mon. - fri. late fringe	5,301,463	0273	Use interactive services for airline/car/hotel info. or reservations	5,740,443
			0214	Watch TV weekend morning	5,116,426	0274	Use interactive services for banking	5,603,781
			0215	Watch TV weekend afternoon	6,009,553	0275	Use interactive services for BBS/message boards	3,470,117
			0216	Watch TV weekend prime time	5,873,644	0276	Use interactive services for chat forums	2,736,107
			0217	Watch TV weekend night time	4,140,405	0277	Use interactive services for E-mail	6,402,438
			0218	Watch ABC Family	4,266,990			
			0219	Watch Adult Swim	3,084,705			
			0220	Watch BBC America	3,093,466			
			0221	Watch Bloomberg Television	2,230,528			
			0222	Watch Cinemax	4,303,643			
			0223	Watch CNBC	4,589,519			
			0224	Watch Court TV (Courtroom Television Network)	3,953,537			
			0225	Watch Discovery Health	3,362,908			



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0278	Use interactive services for financial info/stock trading	6,183,316	0314	Connect to the internet through a wireless network (Wi-Fi)	5,393,738	0343	Online activities in last month - Auto shopping or comparing	3,322,984
0279	Use interactive services for shopping - made a purchase	5,774,975	0315	Access the internet at home via cable modem	6,564,677	0344	Online activities in last month - Banking	4,813,873
0280	Use interactive services for shopping - gathering Info	4,479,076	0316	Access the internet at home via DSL	5,895,417	0345	Online activities in last month - Blogs, bulletin boards, or message boards	3,824,522
0281	Visited the Altavista.com web site in the past 30 days	2,628,062	0317	Access the internet at home via internet TV	1,508,369	0346	Online activities in last month - Chat or instant messaging (IM)	4,067,685
0282	Visited the Ask Jeeves.com web site in the past 30 days	4,046,620	0318	Access the internet at home via ISDN	1,064,779	0347	Online activities in last month - Digital imaging or online photo albums	3,781,985
0283	Visited the C-Net.com web site in the past 30 days	3,257,585	0319	Access the internet at home via telephone modem (dial-up)	5,255,831	0348	Online activities in last month - Downloading music files	3,929,006
0284	Visited the CNN.com web site in the past 30 days	5,064,919	0320	Access the internet at home via satellite	2,518,736	0349	Online activities in last month - Employment search	3,519,572
0285	Visited the Dogpile.com web site in the past 30 days	2,987,944	0321	Access the internet at home via other (not cable, DSL, internet TV, ISDN, dial up, or satellite)	2,308,077	0350	Online activities in last month - Financial information or stock trading	5,789,787
0286	Visited the ESPN.com web site in the past 30 days	4,293,264	0322	Access the internet at home on cellular or wireless phone	3,561,872	0351	Online activities in last month - Listening to internet radio	4,264,374
0287	Visited the Excite.com web site in the past 30 days	2,114,734	0323	Access the internet at home on desktop computer	6,908,277	0352	Online activities in last month - Medical services and information	4,204,936
0288	Visited the Geocities.com web site in the past 30 days	1,236,147	0324	Access the internet at home on handheld device or PDA	1,750,792	0353	Online activities in last month - News, weather, online magazines, or online newspapers	5,370,947
0289	Visited the Google.com web site in the past 30 days	5,896,500	0325	Access the internet at home on laptop computer	4,803,991	0354	Online activities in last month - Personals or dating services	2,374,597
0290	Visited the Hotbot.com web site in the past 30 days	1,868,729	0326	Access the internet at home on television	2,147,794	0355	Online activities in last month - Playing or downloading online games	3,804,524
0291	Visited the Lycos.com web site in the past 30 days	2,698,401	0327	Access the internet at home on some other device (not cell phone, desktop, PDA, laptop, or televisio	1,508,964	0356	Online activities in last month - Online gambling	2,650,142
0292	Visited the MSN.com web site in the past 30 days	4,666,712	0328	Internet advertising - Often click on banner advertisements	2,899,577	0357	Online activities in last month - Real estate listings	4,756,936
0293	Visited the Netscape.com web site in the past 30 days	2,818,550	0329	Internet advertising - Often click on email advertisements	2,743,673	0358	Online activities in last month - Research and education	4,377,759
0294	Visited the Sportline.com web site in the past 30 days	5,163,710	0330	Internet advertising - Often click on floating advertisements	1,332,263	0359	Online activities in last month - Sending electronic greeting cards	3,585,316
0295	Visited the Time.com web site in the past 30 days	2,193,165	0331	Internet advertising - Often click on full motion video advertisements	1,353,291	0360	Online activities in last month - Shopping information or purchases including yellow pages	5,359,016
0296	Visited the Wall Street Journal Interactive web site in the past 30 days	2,748,325	0332	Internet advertising - Often click on pop-up or pop-under advertisements	1,979,220	0361	Online activities in last month - Sports	4,970,645
0297	Visited the Webcrawler.com web site in the past 30 days	1,681,611	0333	Internet advertising - Often click on sponsored websites from search results	4,186,758	0362	Online activities in last month - Video game news, reviews, or cheat codes	2,582,199
0298	Visited the Yahoo.com web site in the past 30 days	4,941,391	0334	Internet advertising - Often click on webpage links	2,794,155	0363	Online activities in last month - Watching streaming video (television or movie like broadcast)	3,380,142
0299	Visited the ZDNet.com web site in the past 30 days	1,673,000	0335	Internet advertising - Often purchase from banner advertisements	495,189	<b>Media - Outdoor</b>		
0300	Use an online or internet computer service	5,737,229	0336	Internet advertising - Often purchase from email advertisements	1,379,818	0364	Pays attention to advertising on airport displays	1,125,299
0301	Used the internet at home (excluding e-mail) in last week	6,739,400	0337	Internet advertising - Often purchase from floating advertisements	619,652	0365	Pays attention to advertising on banner displays	1,090,359
0302	More than half of home internet usage is work related	4,530,622	0338	Internet advertising - Often purchase from full motion video advertisements	174,234	0366	Pays attention to advertising on bus shelters or benches	1,765,903
0303	More than half of work internet usage is personal related	2,373,189	0339	Internet advertising - Often purchase from pop-up or pop-under advertisements	394,697	0367	Pays attention to advertising on buses	2,298,791
0304	Spent 20 or more hours on the internet at home in the last week	4,678,221	0340	Internet advertising - Often purchase from sponsored websites from search results	1,176,212	0368	Pays attention to advertising on large billboards	3,013,366
0305	Spent 10 or more hours on the internet at home in the last week	4,964,590	0341	Internet advertising - Often purchase from webpage links	966,326	0369	Pays attention to advertising on mobile billboards, trucks, or vans	2,799,672
0306	Spent 10 or more hours on the internet at work in the last week	4,974,699	0342	Online activities in last month - Auctions	4,462,662	0370	Pays attention to advertising on subway trains or platforms	1,087,203
0307	Use the internet mostly at home	6,033,170				0371	Pays attention to advertising on taxis	772,822
0308	Use the internet mostly at work	5,363,882						
0309	Use the internet mostly at school	2,324,887						
0310	Use the internet mostly at library	1,414,056						
0311	Use the internet mostly at restaurants or coffee shops	614,377						
0312	Use the internet mostly at hotels	1,952,857						
0313	Use the internet mostly at airports	1,505,290						

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0372	Pays attention to advertising on telephone kiosks	366,455	0398	Ordered prescription drugs via internet, mail, or phone in the past year	6,287,977	0434	Ordered from Victoria's Secret in last year	4,059,513
0373	Placed any mail/phone/internet order in the last year	5,454,823	0399	Ordered hardware via internet, mail, or phone in the past year	3,537,910	0435	Purchased accessories from a catalog in the last year	2,284,873
0374	Placed an internet order in the last year	5,625,537	0400	Ordered by mail/phone from magazine offer	3,420,891	0436	Purchased men's apparel from a catalog in the last year	2,742,586
0375	Placed a mail/phone order in the last year	5,925,898	0401	Ordered by mail/phone from newspaper offer	3,113,098	0437	Purchased women's apparel from a catalog in the last year	4,584,553
	<b>Mail - Internet Buyers</b>		0402	Ordered by mail/phone from TV infomercial offer	3,803,368	0438	Purchased automotive supplies from a catalog in the last year	2,187,804
0376	Ordered auto accessories via internet, mail, or phone in the past year	4,612,783	0403	Ordered by mail/phone from TV offer (non-infomercial)	2,193,156	0439	Purchased footwear/shoes from a catalog in the last year	4,472,132
0377	Ordered books, music, or videos via internet, mail, or phone in the past year	4,883,189	0404	Ordered by mail/phone from radio offer	2,705,228	0440	Purchased general merchandise from a catalog in the last year	4,585,774
0378	Ordered computer software via internet, mail, or phone in the past year	5,486,662	0405	Ordered by mail/phone from catalog offer	6,042,302	0441	Purchased home linens from a catalog in the last year	1,472,127
0379	Ordered electronic/appliances via internet, mail, or phone in the past year	4,030,190	0406	Ordered by mail/phone from direct mail offer (non-catalog)	4,074,342	0442	Spent more than \$250 on accessories from a catalog in the last year	317,881
0380	Ordered magazines via internet, mail, or phone in the past year	3,420,891	0407	Bought from a catalog 6 or more times last year	5,287,704	0443	Spent more than \$250 on men's apparel from a catalog in the last year	1,980,281
0381	Ordered footwear/shoes via internet, mail, or phone in the past year	3,563,104	0408	Spent \$1000 or more on mail orders last year	4,599,345	0444	Spent more than \$250 on women's apparel from a catalog in the last year	2,657,651
0382	Ordered apparel via internet, mail, or phone in the past year	5,992,572	0409	Spent \$500-\$999 on mail orders last year	3,426,690	0445	Spent more than \$250 on computer products from a catalog in the last year	1,882,098
0383	Ordered toys/games via internet, mail, or phone in the past year	5,446,187	0410	Spent \$200-\$499 on mail order in the last year	5,188,622	0446	Spent more than \$250 on electronics/appliances from a catalog in the last year	775,676
0384	Ordered health/medical items via internet, mail, or phone in the past year	4,204,180	0411	Spent \$100-\$199 on mail order in the last year	4,399,576	0447	Spent more than \$250 on gardening items from a catalog in the last year	426,168
0385	Ordered sporting goods via internet, mail, or phone in the past year	5,882,587	0412	Spent \$99 or less on mail orders last year	4,206,903	0448	Spent more than \$250 on gifts from a catalog in the last year	2,162,099
0386	Ordered gardening supplies via internet, mail, or phone in the past year	4,554,167	0413	Spent \$1000 or more on internet, mail, or phone orders in the past year	5,278,789	0449	Spent more than \$250 on housewares from a catalog in the last year	1,104,109
0387	Ordered collectibles via internet, mail, or phone in the past year	2,426,059	0414	Spent \$500-\$999 on internet, mail, or phone orders in the past year	4,064,547	0450	Spent more than \$250 on sporting goods from a catalog in the last year	2,905,255
0388	Ordered home furnishings items via internet, mail, or phone in the past year	5,106,154	0415	Spent \$200-\$499 on internet, mail, or phone orders in the past year	4,834,435	0451	Spent more than \$250 on toys/games from a catalog in the last year	731,788
0389	Ordered insurance items via internet, mail, or phone in the past year	2,940,015	0416	Spent \$100-\$199 on internet, mail, or phone orders in the past year	4,523,836	0452	Ordered tickets for events/movies by mail/phone/internet in the last year	4,807,523
0390	Ordered travel services/packages via internet, mail, or phone in the past year	4,732,784	0417	Spent \$99 or less on internet, mail, or phone orders in the past year	4,134,784	0453	Spent more than \$100 on home phone bill last month	5,183,868
0391	Ordered educational programs via internet, mail, or phone in the past year	2,364,147	0418	Spent more than \$500 in mail/phone orders in the last year	4,237,962		<b>Telecommunications</b>	
0392	Ordered credit cards via internet, mail, or phone in the past year	2,717,796	0419	Spent more than \$500 in internet orders in the last year	5,532,773	0454	Has not used local phone service for business/personal use in last 30 days	3,679,636
0393	Ordered banking services via internet, mail, or phone in the last year	4,133,784	0420	Ordered from Blair in last year	4,680,013	0455	Have internet phone (voice over IP)	4,836,185
0394	Ordered stocks/bonds/mutual funds via internet, mail, or phone in the past year	3,719,079	0421	Ordered from Coldwater Creek in last year	5,269,651	0456	Made any long distance call to outside the U.S. in the last 3 months	5,167,983
0395	Ordered food/perishables via internet, mail, or phone in the past year	4,357,456	0422	Ordered from Eddie Bauer in last year	3,136,905	0457	Used long distance for phone calls within U.S. in last 30 days	5,276,674
0396	Ordered giftware via internet, mail, or phone in the past year	4,315,296	0423	Ordered from Fingerhut in last year	1,918,715	0458	Made over \$100 in personal long distance charges in last month	3,074,477
0397	Ordered office supplies via internet, mail, or phone in the past year	3,905,876	0424	Ordered from J. Crew in last year	2,440,672	0459	Made \$51-\$100 in personal long distance charges in last month	3,356,637
			0425	Ordered from J. Jill in last year	2,219,605	0460	Made \$26-\$50 in personal long distance charges in last month	4,321,910
			0426	Ordered from JC Penney in last year	5,237,237	0461	Made \$25 or less in personal long distance charges in last month	5,419,630
			0427	Ordered from Land's End in last year	6,208,647			
			0428	Ordered from Lane Bryant in last year	1,702,015			
			0429	Ordered from Lillian Vernon in last year	3,264,235			
			0430	Ordered from LL Bean in last year	5,838,313			
			0431	Ordered from Omaha Steaks in last year	4,035,537			
			0432	Ordered from Sears in last year	4,016,208			
			0433	Ordered from Spiegel in last year	778,402			



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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0462	Use AT&T/SBC for long distance service	5,368,536	0504	Have other bank credit card (not MasterCard or Visa)	3,390,029	0539	Usually pay the minimum payment on Discover bill	1,258,342
0463	Use Sprint for long distance service	3,509,584	0505	Have an American Express card (other than Optima or business/corporate)	5,877,180	0540	Uses a credit monitoring service	3,625,689
0464	Use Verizon for long distance service	4,649,812	0506	Have an American Express Optima card	3,637,204	<b>Convenience Banking</b>		
0465	Use other provider for long distance service	4,968,716	0507	Have an American Express Blue credit card	4,613,814	0541	Uses a debit card	5,423,113
0466	Have changed long distance provider in last 12 months	4,943,152	0508	Have an American Express Blue credit card for business	4,114,334	0542	Have a check guarantee card	3,732,126
0467	Own or use a pager/beeper	4,211,445	0509	Have an American Express Corporate/Exec Corporate credit card	4,911,650	0543	Have debit card/electronic funds transfer	5,228,136
0468	Have call answering	5,500,813	0510	Have a Diners Club International card	2,213,177	0544	Have home banking by computer	6,696,184
0469	Have call forwarding	5,445,011	0511	Have a Discover card	6,880,741	0545	Have an ATM card	5,136,771
0470	Have call waiting	5,601,053	0512	Have a JC Penny card	6,036,194	0546	Used ATM Card four or more times in last 30 days	4,080,147
0471	Have three way calling	5,727,641	0513	Have a Sears card	6,025,932	0547	Have non-interest checking account	5,063,421
0472	Have call blocking	5,112,011	0514	Used any gold/preferred credit card in the last 30 days	7,311,579	0548	Have cash management account(s)	5,777,944
0473	Have caller ID	5,719,246	0515	Used a gas card in the last 30 days	5,395,736	0549	Have a senior citizens club account	3,410,493
0474	Have a telephone calling card	4,367,481	0516	Used any department store credit card in the last 30 days	6,808,500	0550	Pays bills online	4,620,486
0475	Used calling card for 6 or more long distance calls in last 30 days	3,439,660	0517	Used a clothing/specialty store card in the last 30 days	4,392,877	0551	Pays bills by phone	3,230,297
0476	Use a cellular phone for business purposes	6,197,407	0518	Used a MasterCard credit card (other than business/corporate) in the last 30 days	6,389,555	0552	Pays bills automatically deducted from bank account	4,591,497
0477	Use a cellular phone for personal purposes	5,114,289	0519	Used a MasterCard business/corporate card in the last 30 days	2,546,241	0553	Sent money outside the U.S. in the last year	4,200,473
0478	Uses a cellular phone less than 25% for business	5,079,085	0520	Used a Visa credit card (other than business/corporate) in the last 30 days	7,205,137	<b>Consumer Debt</b>		
0479	Spent \$200 or more on cellular phone bill last month	4,621,252	0521	Used a Visa business/corporate card in the last 30 days	3,335,811	0554	Have an auto loan for new car	6,162,435
0480	Spent \$100-\$199 on cellular phone bill last month	6,735,654	0522	Used other bank credit card (not MasterCard or Visa) in the last 30 days	3,364,635	0555	Have a car title loan	3,306,392
0481	Spent \$99 or less on cellular phone bill last month	5,564,497	0523	Used American Express card (other than Optima or business/corporate) in last 30 days	5,510,872	0556	Have a new car auto loan from bank/savings & loan	5,652,451
0482	Subscribes to a cellular/wireless phone family plan	7,281,868	0524	Used American Express Optima card in last 30 days	2,931,201	0557	Have a new car auto loan at a credit union	4,804,369
0483	Use Verizon for cellular service	7,394,553	0525	Used American Express business/corporate card in last 30 days	4,424,748	0558	Have a personal loan for education	2,925,189
0484	Use Alltel for cellular service	4,903,598	0526	Used Diners Club International card in last 30 days	1,439,635	0559	Have a personal loan (not for education)	2,679,526
0485	Use Sprint/Nextel for cellular service	5,257,576	0527	Used a Discover card in the last 30 days	6,301,141	0560	Have a personal loan (not for education) at commercial bank	2,579,466
0486	Use AT&T Wireless for cellular service	5,440,103	0528	Used a JC Penny card in the last 30 days	5,256,139	0561	Have a personal loan (not for education) at savings & loan	972,503
0487	Use Qwest for cellular service	1,855,901	0529	Used a Sears card in the last 30 days	6,032,826	0562	Have a personal loan (not for education) at credit union	2,414,580
0488	Use T-Mobile for cellular service	4,388,037	0530	Used any single credit card 20 or more times in last 30 days	7,188,120	0563	Have a home improvement loan	5,848,158
0489	Use Virgin Mobile for cellular service	2,683,756	0531	Usually pay all of MasterCard bill	6,987,253	0564	Have a home mortgage loan (1st)	7,878,592
0490	Use other company for cellular service	4,007,349	0532	Usually pay part of MasterCard bill	4,417,932	0565	Have home mortgage (1st) at commercial bank/savings & loan	7,624,332
0491	Made "900" phone calls in last 6 months	1,471,864	0533	Usually pay the minimum payment on MasterCard bill	3,053,162	0566	Have home mortgage (1st) at mortgage company	3,554,777
<b>Credit Card User</b>			0534	Usually pay all of Visa bill	7,579,638	0567	Have home equity loan	6,948,519
0492	Does not have any credit cards	4,376,699	0535	Usually pay part of Visa bill	4,911,796	0568	Have a secured line of credit account	4,294,025
0493	Have any credit card	7,104,937	0536	Usually pay the minimum payment on Visa bill	2,330,886	0569	Have an unsecured line of credit account	3,077,242
0494	Have a gas card	6,410,640	0537	Usually pay all of Discover bill	6,092,503	<b>Savers</b>		
0495	Have a clothing/specialty store card	5,188,027	0538	Usually pay part of Discover bill	3,723,956	0570	Have interest checking account	7,402,015
0496	Have any personal affinity group credit card	5,055,196				0571	Have a Keogh/SEP-IRA/pension	6,625,970
0497	Have any credit card affiliated with airlines/hotels	6,191,537				0572	Have a 401K plan	6,601,446
0498	Have any credit card affiliated with automobile corporation	4,413,554				0573	Have tax shelters	3,099,916
0499	Have a MasterCard credit card (other than business/corporate)	6,145,046				0574	Have tax sheltered annuities	5,134,895
0500	Have a MasterCard business/corporate card	3,879,501				0575	Have a savings account	6,259,789
0501	Have a Visa credit card (other than business/corporate)	6,908,225				0576	Have short term savings certificates or CDs	7,364,864
0502	Have a Visa business/corporate card	3,777,876				0577	Have long term savings certificates or CDs	7,026,094
0503	Have a Visa Signature credit card	1,652,343				0578	Have an IRA	7,434,882
						0579	Have a 529 college savings	6,211,320
						0580	Have other college savings	4,353,973
						0581	Own any investments	7,190,478
						0582	Have an online trading account	4,189,769

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0699	Own/lease any domestic full-size car	5,714,452	0749	Own/lease a Lexus	6,456,981			
0700	Own/lease any domestic luxury car	4,961,648	0750	Own/lease a Mazda	5,598,848	0792	<i>Travel</i> Used travel agent services in the last 30 days	6,218,834
0701	Own/lease a Buick	6,464,850	0751	Own/lease a Mercedes Benz	5,103,141	0793	Bought travelers cheques in the last year	4,519,553
0702	Own/lease a Cadillac	5,181,392	0752	Own/lease a Mini	296,760	0794	Bought \$1,000 or more worth of travelers cheques in the last year	3,962,835
0703	Own/lease a Chevrolet/Geo	6,048,760	0753	Own/lease a Mitsubishi	4,238,726	0795	Bought \$450 -\$999 worth of travelers cheques in the last year	3,089,513
0704	Own/lease a Chrysler	5,563,205	0754	Own/lease a Nissan	6,857,723	0796	Have a valid passport	6,326,469
0705	Own/lease a Dodge	6,458,704	0755	Own/lease a Porsche	1,293,175	0797	Took a trip outside the continental US in the last 3 years	6,326,506
0706	Own/lease a Ford	5,755,071	0756	Own/lease a Saab	609,918	0798	Took a trip outside the continental US for vacation	6,330,426
	Own/lease a Freightliner		0757	Own/lease a Scion	201,062	0799	Took a trip outside the continental US for business only	4,353,448
0708	Own/lease a GMC	6,629,568	0758	Own/lease a Subaru	3,981,639	0800	Took a trip outside the continental US for business & pleasure	4,253,124
	Own/lease a Hummer		0759	Own/lease a Suzuki	2,832,448	0801	Took 3 or more personal trips by plane outside continental US in last 3 years	5,557,629
0710	Own/lease a Jeep/Eagle	6,153,086	0760	Own/lease a Toyota	6,154,647	0802	Took 3 or more business trips by plane outside continental US in last 3 years	5,688,430
0711	Own/lease a Lincoln	3,901,738	0761	Own/lease a Volkswagen	4,469,060	0803	Took three or more round trips outside the continental US in last 3 years	5,801,157
0712	Own/lease a Mercury	4,621,610	0762	Own/lease a Volvo	4,278,825	0804	Spent \$3,000 or more on any trip outside the continental US	6,950,958
0713	Own/lease a Oldsmobile	5,545,503		<i>Vehicle Rental</i>		0805	Spent \$1,500-\$2,999 on any trip outside the continental US	5,446,138
0714	Own/lease a Plymouth	4,793,297	0763	Rented vehicle for business/personal use in the last year	6,210,603	0806	Spent \$1,500 or less on any trip outside the continental US	5,431,699
0715	Own/lease a Pontiac	5,236,694	0764	Rented vehicle for personal use in the last year	5,755,176	0807	Used recreational vehicle for/during travel outside the continental US in last 3 years	2,850,341
0716	Own/lease a Saturn	3,711,171	0765	Rented vehicle for business use in the last year	5,202,470	0808	Used rented car for/during travel outside the continental US in last 3 years	6,284,610
	<i>Foreign Auto</i>		0766	Rented vehicle for business/personal use three or more times in last year	5,210,003	0809	Used car for/during travel outside the continental US in last 3 years	6,284,610
0717	Own/lease any foreign entry-level compact car	2,461,194	0767	Rented vehicle for personal use three or more times in the last year	4,715,427	0810	Used railroad for/during travel outside the continental US in last 3 years	3,737,367
0718	Own/lease any foreign premium-level compact car	5,772,501	0768	Rented vehicle for business use three or more times in the last year	4,684,695	0811	Used boat/ship for/during travel outside the continental US in last 3 years	5,650,025
0719	Own/lease any foreign lower mid-size car	4,763,222	0769	Rented from Alamo most often in the last year	4,836,380	0812	Used bus for/during travel outside the continental US in last 3 years	3,932,477
0720	Own/lease any foreign upper mid-size car	6,609,310	0770	Rented from Avis most often in the last year	5,682,451	0813	Stayed at an all-inclusive resort during travel outside the continental US in last 3 years	5,439,554
0721	Own/lease any foreign premium sporty car	3,518,619	0771	Rented from Budget most often in the last year	5,175,348	0814	Visited Canada in the last 3 years	5,390,546
0722	Own/lease any foreign compact pick-up	5,345,574	0772	Rented from Dollar most often in the last year	4,248,706	0815	Visited Alaska in the last year	3,006,392
0723	Own/lease any foreign full size pick-up	3,711,582	0773	Rented from Enterprise most often in the last year	3,661,557	0816	Visited Hawaii in the last year	4,777,761
0724	Own/lease any foreign full size SUV	1,588,221	0774	Rented from Hertz most often in the last year	5,795,308	0817	Visited Mexico in the last 3 years	5,829,391
0725	Own/lease any foreign mini-SUV	5,739,804	0775	Rented from National most often in the last year	5,115,777	0818	Visited Central or South America in the last 3 years	4,006,063
0726	Own/lease any foreign minivan	6,759,239	0776	Rented from Thrifty most often in the last year	3,624,045	0819	Visited Costa Rica in the last 3 years	4,035,652
0727	Own/lease any foreign mid luxury car	5,372,840	0777	Belong to Avis car rental club	3,861,659	0820	Visited Panama in the last 3 years	3,723,917
0728	Own/lease any foreign sporty car	4,249,768	0778	Belong to Budget car rental club	1,879,589	0821	Visited Argentina in the last 3 years	1,469,430
0729	Own/lease any foreign light duty full size pickup	4,403,183	0779	Belong to Enterprise car rental club	262,366	0822	Visited Brazil in the last 3 years	2,149,705
0730	Own/lease any foreign luxury sport car	1,177,209	0780	Belong to Hertz car rental club	5,293,910	0823	Visited Peru in the last 3 years	1,412,903
0731	Own/lease any foreign entry luxury SUV	5,211,774	0781	Belong to other car rental club	115,077	0824	Visited Venezuela in the last 3 years	1,299,295
0732	Own/lease any foreign premium luxury SUV	1,261,126		<i>Motorcycles/ATV/Bus</i>				
0733	Own/lease any foreign luxury SUV	5,426,361	0782	Has a motorcycle driver's license	5,187,121			
0734	Own/lease any foreign midsize SUV	6,142,814	0783	Owens a motorcycle	5,876,617			
0735	Own/lease any foreign premium luxury car	2,683,640	0784	Owens a chopper type motorcycle	727,926			
0736	Own/lease any foreign luxury car	6,511,921	0785	Owens a dual sport (street/off-road) motorcycle	1,197,947			
0737	Own/lease an Acura	4,882,270	0786	Owens an off-road motorcycle	3,989,888			
	Own/lease an Alfa Romeo		0787	Owens a power-cruiser type motorcycle	47,918			
0739	Own/lease an Audi	3,643,236	0788	Owens a street bike - standard/touring	4,902,619			
0740	Own/lease a BMW	4,435,059	0789	Owens a sports street bike	3,621,858			
0741	Own/lease a Daewoo	120,368	0790	Owens an ATV/three-wheelers/four-wheelers	5,283,822			
0742	Own/lease a Honda	7,328,042	0791	Used public transportation in the last 30 days	3,734,105			
0743	Own/lease a Hyundai	4,475,787						
0744	Own/lease an Infiniti	3,983,849						
0745	Own/lease an Isuzu	3,993,124						
0746	Own/lease a Jaguar	1,313,535						
0747	Own/lease a Kia	3,344,644						
0748	Own/lease a Land Rover	483,323						

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0825	Visited other Central and South American countries in the last 3 years	3,116,488	0868	Took domestic business only trip in the last year	4,911,298	0901	Flew JetBlue Airways for domestic travel in the last year	3,843,460
0826	Visited Caribbean Island in the last 3 years	5,789,251	0869	Took domestic trip for business & pleasure in the last year	4,537,483	0902	Flew Northwest for domestic travel in the last year	5,372,301
0827	Visited Bermuda in the last 3 years	3,331,057	0870	Took domestic business only or business & pleasure trip last year	5,551,999	0903	Flew Southwest for domestic travel in the last year	5,127,872
0828	Visited Bahamas in the last 3 years	4,346,075	0871	Took six or more domestic round trips in the last year	5,671,916	0904	Flew Spirit Airlines for domestic travel in the last year	1,989,455
0829	Visited Puerto Rico in the last 3 years	3,635,672	0872	Spent under \$500 on any domestic trip in the last year	5,182,644	0905	Flew United for domestic travel in the last year	5,126,400
0830	Visited Jamaica in the last 3 years	4,911,511	0873	Spent \$1,000 or more on last domestic travel trip in last 12 months	6,955,676	0906	Flew US Air for domestic travel in the last year	4,959,866
0831	Visited U.S. Virgin Islands in the last 3 years	4,454,183	0874	Used plane for/during domestic travel in the last year	5,869,438	0907	Flew other airlines for domestic travel in the last year	3,982,685
0832	Visited Cuba in the last 3 years	771,387	0875	Used recreational vehicle for/during domestic travel in the last year	4,692,013	0908	Currently enrolled in a frequent flyer program	6,444,787
0833	Visited Dominican Republic in the last 3 years	3,070,339	0876	Used rented car for/during domestic travel in the last year	5,838,350	0909	Enrolled in Alaska frequent flyer program	3,580,289
0834	Visited other Caribbean countries in the last 3 years	5,544,251	0877	Used a car for/during domestic travel in the last year	5,838,350	0910	Enrolled in America West frequent flyer program	4,596,364
0835	Visited Europe in the last 3 years	5,605,900	0878	Used railroad for/during domestic travel in the last year	2,489,639	0911	Enrolled in American frequent flyer program	6,423,111
0836	Visited Eastern Europe, including Russia, in the last 3 years	2,874,884	0879	Used boat/ship for/during domestic travel in the last year	4,512,725	0912	Enrolled in Continental frequent flyer program	5,978,346
0837	Visited Russia in the last 3 years	1,255,248	0880	Used bus for/during domestic travel in the last year	2,127,729	0913	Enrolled in Delta frequent flyer program	6,564,699
0838	Visited Eastern European countries, excluding Russia, in the last 3 years	3,082,378	0881	Traveled by plane for 3 or more domestic trips in the last year	5,611,867	0914	Enrolled in Northwest frequent flyer program	5,743,680
0839	Visited Western Europe in the last 3 years	5,765,908	0882	Traveled by plane for 3 or more domestic business trips in the last year	5,049,490	0915	Enrolled in Southwest Airlines frequent flyer program	5,348,640
0840	Visited Ireland in the last 3 years	3,785,486	0883	Traveled by plane for 3 or more domestic vacation/personal trips in the last year	4,700,733	0916	Enrolled in United frequent flyer program	6,347,997
0841	Visited United Kingdom in the last 3 years	4,374,429	0884	Traveled to New England states in the last year	5,288,470	0917	Enrolled in US Airways frequent flyer program	5,364,686
0842	Visited France in the last 3 years	5,391,743	0885	Traveled to Middle Atlantic states in the last year	5,268,973	0918	Enrolled in other frequent flyer program	4,273,290
0843	Visited Belgium in the last 3 years	4,267,517	0886	Traveled to East North Central states in the last year	5,175,817	0919	Enrolled in only one frequent flyer program	6,067,924
0844	Visited Germany in the last 3 years	4,729,979	0887	Traveled to West North Central states in the last year	4,555,717	0920	Flew domestically on more than 11 round trips in the last year	4,518,230
0845	Visited Switzerland in the last 3 years	4,805,916	0888	Traveled to South Atlantic states in the last year	6,521,098	0921	Flew domestically between 6 and 10 round trips in the last year	3,979,631
0846	Visited Holland/The Netherlands in the last 3 years	3,878,573	0889	Traveled to East South Central states in the last year	4,483,075	0922	Flew domestically between 3 and 5 round trips in the last year	4,933,442
0847	Visited Scandinavia in the last 3 years	2,742,547	0890	Traveled to West South Central states in the last year	4,660,591	0923	Flew domestically on more than 11 round trips for business in the last year	4,187,725
0848	Visited Italy in the last 3 years	5,391,877	0891	Traveled to Mountain states in the last year	6,203,608	0924	Flew domestically between 6 and 10 round trips for business in the last year	3,655,041
0849	Visited Spain in the last 3 years	4,174,744	0892	Traveled to Pacific states in the last year	5,684,603	0925	Flew domestically between 3 and 5 round trips for business in the last year	4,714,498
0850	Visited Portugal in the last 3 years	1,669,823	0893	Flew Air Tran Airways for domestic travel in the last year	3,882,447	0926	Flew domestically on more than 11 round trips for vacation/personal in the last year	2,070,883
0851	Visited Greece in the last 3 years	2,695,900	0894	Flew Alaska for domestic travel in the last year	3,608,955	0927	Flew domestically between 6 and 10 round trips for vacation/personal in the last year	2,684,422
0852	Visited other Western European countries in the last 3 years	2,644,163	0895	Flew America West for domestic travel in the last year	4,276,836	0928	Flew domestically between 3 and 5 round trips for vacation/personal in the last year	4,950,705
0853	Visited the Middle East in the last 3 years	3,085,803	0896	Flew American for domestic travel in the last year	5,279,432	0929	Flew 4 or more round trips for foreign travel in last 3 years	5,388,922
0854	Visited Israel in the last 3 years	2,032,587	0897	Flew ATA for domestic travel in the last year	1,245,826	0930	Flew American for travel outside the continental US in last 3 years	5,358,861
0855	Visited other Middle East countries in the last 3 years	2,723,702	0898	Flew Continental for domestic travel in the last year	4,242,085	0931	Flew Continental for travel outside the continental US in the last 3 years	4,300,527
0856	Visited Asia in the last 3 years	5,363,199	0899	Flew Delta for domestic travel in the last year	5,321,414			
0857	Visited India in the last 3 years	2,731,373	0900	Flew Frontier for domestic travel in the last year	1,932,804			
0858	Visited China in the last 3 years	4,440,296						
0859	Visited Hong Kong in the last 3 years	4,251,836						
0860	Visited Japan in the last 3 years	2,565,908						
0861	Visited other Asian countries in the last 3 years	4,710,549						
0862	Visited Australia/New Zealand in the last 3 years	2,560,870						
0863	Visited South Pacific (Oceania) in the last 3 years	2,560,870						
0864	Visited African countries in the last 3 years	1,874,857						
0865	Took domestic trip in the last year	6,200,843						
0866	Took domestic trip for vacation	6,293,517						
0867	Took domestic vacation/personal trip in the last year	6,063,093						



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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
0932	Flew Delta for travel outside the continental US in last 3 years	5,625,026	0962	Took a cruise ship vacation to Mexico in the last 3 years	4,591,787	0993	Stayed in hotel/motel 11 or more nights for personal/vacation domestic travel in the last year	5,341,964
0933	Flew Frontier for travel outside the continental US in last 3 years	1,283,506	0963	Took a cruise ship vacation to South America/Panama Canal in the last 3 years	2,955,118	0994	Stayed in hotel/motel 11 or more nights for any domestic travel in the last year	5,128,145
0934	Flew Northwest for travel outside the continental US in last 3 years	5,567,544	0964	Took a cruise ship vacation to other location in the last 3 years	2,049,721	0995	Stayed at Baymont Inn & Suites for domestic travel in the last year	2,996,033
0935	Flew United for travel outside the continental US in last 3 years	5,134,417	0965	Took a cruise ship vacation on Carnival in the last 3 years	5,396,333	0996	Stayed at Best Western for any domestic travel in the last year	5,893,530
0936	Flew US Air for travel outside the continental US in last 3 years	4,322,517	0966	Took a cruise ship vacation on Celebrity in the last 3 years	3,783,789	0997	Stayed at Comfort Inn for any domestic travel in the last year	5,222,899
0937	Flew Aero Mexico for travel outside the continental US in last 3 years	3,199,889	0967	Took a cruise ship vacation on Cunard in the last 3 years	19,868	0998	Stayed at Country Inns & Suites for domestic travel in the last year	4,962,539
0938	Flew Air Canada for travel outside the continental US in last 3 years	2,578,834	0968	Took a cruise ship vacation on Disney in the last 3 years	2,434,041	0999	Stayed at Crowne Plaza for any domestic travel in the last year	3,615,396
0939	Flew Air France for travel outside the continental US in last 3 years	2,650,358	0969	Took a cruise ship vacation on Holland American in the last 3 years	5,144,465	1000	Stayed at Days Inn for any domestic travel in the last year	4,734,681
0940	Flew Alitalia for travel outside the continental US in last 3 years	2,090,302	0970	Took a cruise ship vacation on Norwegian (NCL) in the last 3 years	4,372,612	1001	Stayed at Doubletree for any domestic travel in the last year	3,583,134
0941	Flew British Airways for travel outside the continental US in last 3 years	3,025,795	0971	Took a cruise ship vacation on Princess in the last 3 years	4,606,923	1002	Stayed at Econolodge for any domestic travel in the last year	2,477,666
0942	Flew Japan (JAL) for travel outside the continental US in last 3 years	3,339,435	0972	Took a cruise ship vacation on Radisson Seven Seas	61,418	1003	Stayed at Embassy Suites for any domestic travel in the last year	5,617,148
0943	Flew Korean Air for travel outside the continental US in last 3 years	1,698,517	0973	Took a cruise ship vacation on Royal Caribbean in the last 3 years	4,967,200	1004	Stayed at Fairfield Inn for any domestic travel in the last year	4,136,812
0944	Flew Lufthansa for travel outside the continental US in last 3 years	2,882,993	0974	Took a cruise ship vacation on other cruise line in the last 3 years	2,313,161	1005	Stayed at Fairmont Hotels for any domestic travel in the last year	1,308,236
0945	Flew Mexicana for travel outside the continental US in last 3 years	1,954,648	0975	Attended a theme park in the last year	6,508,888	1006	Stayed at Hampton Inn for any domestic travel in the last year	6,217,964
0946	Flew Qantas for travel outside the continental US in last 3 years	2,310,230	0976	Attended Disney theme parks in the last year	6,398,395	1007	Stayed at Hilton for any domestic travel in the last year	5,132,406
0947	Flew Singapore Airlines for travel outside the continental US in last 3 years	2,804,610	0977	Attended Disneyland theme park most often in the last year	5,464,851	1008	Stayed at Hilton Garden Inn for any domestic travel in the last year	2,694,115
0948	Flew Virgin Atlantic for travel outside the continental US in last 3 years	1,819,016	0978	Attended Disney World/Epcot/MGM theme park most often in the last year	6,254,266	1009	Stayed at any Hilton property for domestic travel in the last year	5,520,086
0949	Flew any US based airlines for travel outside the continental US in last 3 years	6,630,301	0979	Attended Universal Studios (FL) most often in the last year	3,058,022	1010	Stayed at Holiday Inn Express for any domestic travel in the last year	3,911,296
0950	Flew any foreign based airlines for travel outside the continental US in last 3 years	4,991,785	0980	Attended Universal Studios (CA) most often in the last year	2,223,194	1011	Stayed at Holiday Inns for any domestic travel in the last year	4,849,772
0951	Took a cruise ship vacation in last 3 years	6,013,743	0981	Attended Busch Gardens theme parks in the last year	4,266,268	1012	Stayed at any Holiday Inn property for domestic travel in the last year	4,518,012
0952	Took a cruise ship vacation 3 or more times in the last 3 years	4,357,289	0982	Attended Busch Gardens theme parks most often in the last year	3,400,259	1013	Stayed at Howard Johnson's for any domestic travel in the last year	1,916,949
0953	Spent \$2000 or more per person on last cruise vacation excluding air fare	4,690,586	0983	Attended Sea World theme parks in the last year	4,734,259	1014	Stayed at Hyatt for any domestic travel in the last year	4,998,271
0954	Spent less than \$2000 per person on last cruise vacation excluding air fare	4,191,858	0984	Attended Sea World theme parks most often in the last year	4,734,259	1015	Stayed at Intercontinental Hotels for any domestic travel in the last year	747,565
0955	Plan to take a cruise ship vacation with the next 12 months	5,311,299	0985	Attended Six Flags theme parks in the last year	4,136,777	1016	Stayed at ITT Sheraton for any domestic travel in the last year	3,981,533
0956	Took a cruise ship vacation to Alaska in the last 3 years	4,900,163	0986	Attended Universal Studios theme parks in the last year	4,666,834	1017	Stayed at La Quinta for any domestic travel in the last year	3,074,407
0957	Took a cruise ship vacation to the Bahamas in the last 3 years	4,652,421	0987	Attended Universal Studios theme parks most often in the last year	3,880,452	1018	Stayed at Marriott for any domestic travel in the last year	5,345,637
0958	Took a cruise ship vacation to the Caribbean in the last 3 years	5,403,314	0988	Attended all other theme parks most often in the last year	4,781,165	1019	Stayed at Marriott Courtyard for any domestic travel in the last year	5,724,712
0959	Took a cruise ship vacation to Hawaii in the last 3 years	1,925,360	0989	Went to the beach/lake in the last year	6,062,870	1020	Stayed at Marriott Residence Inn for any domestic travel in the last year	3,163,618
0960	Took a cruise ship vacation to the Mediterranean in the last 3 years	2,457,961	0990	Stayed at an all inclusive resort during domestic travel in last year	3,520,229	1021	Stayed at Motel 6 for any domestic travel in the last year	3,026,412
0961	Took a cruise ship vacation to other European destination in the last 3 years	2,540,992	0991	Currently enrolled in a frequent guest program for domestic hotel/motel	6,487,630	1022	Stayed at Quality Inns (Court) for any domestic travel in the last year	3,385,218
			0992	Stayed in hotel/motel 11 or more nights for business domestic travel in the last year	5,319,105	1023	Stayed at Radisson for any domestic travel in the last year	4,408,078
						1024	Stayed at Ramada Inn for any domestic travel in the last year	3,147,262

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1025	Stayed at Renaissance for any domestic travel in the last year	3,575,754						
1026	Stayed at Red Roof Inns for any domestic travel in the last year	3,280,471						
1027	Stayed at Renaissance for any domestic travel in the last year	3,575,754						
1028	Stayed at Ritz-Carlton for any domestic travel in the last year	2,911,391						
1029	Stayed at Super 8 for any domestic travel in the last year	3,038,263						
1030	Stayed at Springhill Suites for any domestic travel in the last year	2,780,988						
1031	Stayed at Travelodge for any domestic travel in the last year	3,096,402						
	Stayed at W Hotels for any domestic travel in the last year							
1033	Stayed at Westin for any domestic travel in the last year	3,472,208						
1034	Stayed at Wyndham Hotels for any domestic travel in the last year	3,773,986						
1035	Stayed at other hotel/motel for any domestic travel in the last year	5,949,985						
	<b>Gambling/Lottery/Contests</b>							
1036	Visited a gambling casino in the last year	5,514,441						
1037	Visited a gambling casino more than 10 times in the last year	3,908,397						
1038	Visited a gambling casino 6-10 times in the last year	2,732,868						
1039	Visited a gambling casino 3-5 times in the last year	3,932,730						
1040	Visited a gambling casino 1-2 times in the last year	5,135,836						
1041	Visited a gambling casino in Atlantic City in the last year	5,297,318						
1042	Visited a gambling casino on an Indian reservation in the last year	5,352,534						
1043	Visited a gambling casino in Las Vegas in the last year	5,047,946						
1044	Visited a gambling casino in Laughlin in the last year	2,447,796						
1045	Visited a gambling casino in Mississippi Gulf Coast in the last year	3,113,190						
1046	Visited a gambling casino in Reno/Lake Tahoe in the last year	5,045,374						
1047	Visited a gambling casino in the Caribbean Islands in the last year	2,598,448						
1048	Visited a gambling casino in Europe in the last year	81,079						
1049	Visited a gambling casino on a cruise ship in the last year	5,027,014						
1050	Visited a gambling casino on a riverboat in the last year	3,736,005						
1051	Visited a gambling casino elsewhere in the last year	4,648,924						
1052	Bought state lottery tickets in the last year	5,155,509						
1053	Bought state lottery tickets more than 4 times a month in the last year	4,667,902						
1054	Bought state lottery tickets 2-4 times a month in the last year	4,574,483						
1055	Bought state lottery tickets once a month or less in the last year	4,877,760						
	<b>Life Insurance</b>							
1056	Carry \$200,000 or more in total life insurance	7,762,511						
1057	Carry \$100,000-\$199,999 in total life insurance	6,263,884						
1058	Carry \$50,000-\$99,999 in total life insurance	5,869,202						
1059	Carry \$20,000-\$49,999 or more in total life insurance	3,860,074						
1060	Carry under \$20,000 in total life insurance	6,198,451						
1061	Life insurance with Aetna	3,135,205						
1062	Life insurance with Allstate	3,413,140						
1063	Life insurance with American General	3,476,121						
1064	Life insurance with Cigna	1,564,926						
1065	Life insurance with Colonial Penn	2,168,663						
1066	Life insurance with Equitable	1,877,259						
1067	Life insurance with The Hartford	3,212,448						
1068	Life insurance with John Hancock Mutual	4,391,744						
1069	Life insurance with Lincoln National	2,107,704						
1070	Life insurance with Massachusetts Mutual	2,933,073						
1071	Life insurance with Metropolitan	5,059,563						
1072	Life insurance with MONY (Mutual of New York)	1,300,190						
1073	Life insurance with Nationwide	1,787,003						
1074	Life insurance with New York Life	2,824,739						
1075	Life insurance with Northwestern Mutual	4,508,978						
1076	Life insurance with Principal	1,311,561						
1077	Life insurance with The Prudential	4,673,301						
1078	Life insurance with State Farm	5,620,451						
1079	Life insurance with TransAmerica	623,840						
1080	Life insurance with other company	5,511,899						
1081	Carry a term life policy	6,348,601						
1082	Carry a whole/universal/variable life policy	7,172,386						
1083	Carry a group life policy	5,530,946						
1084	Carry other life policy	4,499,446						
1085	Carry an annuity	4,246,920						
	<b>Medical Insurance</b>							
1086	Carry life/health insurance	6,930,475						
1087	Carry medical/hospital/health insurance from work/union	7,095,424						
1088	Carry medical/hospital/health insurance from fraternal/membership group	2,105,922						
1089	Carry medical/hospital/health insurance from Medicare; Medigap/Medicare supplement; Medicaid	6,860,210						
1090	Carry medical/hospital/health insurance through an agent or broker	4,666,388						
1091	Carry medical/hospital/health insurance with no agent	3,902,570						
1092	Carry medical/hospital/health insurance from mail advertising or telemarketing	1,053,667						
	<b>Home/Tenant Insurance</b>							
1093	Carry homeowners insurance	7,314,260						
1094	Carry \$300,000 or more in home/tenant insurance	8,024,050						
1095	Carry \$200,000-\$299,999 or more in home/tenant insurance	6,438,527						
1096	Carry \$100,000-\$199,999 in home/tenant insurance	6,680,708						
1097	Carry \$50,000-\$99,999 in home/tenant insurance	5,619,147						
1098	Carry \$10,000-\$49,999 in home/tenant insurance	3,304,364						
1099	Carry less than \$10,000 in home/tenant insurance	1,188,382						
1100	Obtained home/tenant policy directly from Insurance Co. (no agent)	5,693,113						
1101	Obtained home/tenant policy through an agent	6,970,708						
1102	Obtained home/tenant policy from a place of work or union	2,852,188						
1103	Obtained home/tenant policy from bank or mortgage lending institution	5,016,684						
	<b>Auto and Misc Insurance</b>							
1104	Carry automotive insurance	5,899,700						
1105	Auto insurance policy with AAA	4,393,431						
1106	Auto insurance policy with Allstate	6,010,426						
1107	Auto insurance policy with Amica	3,094,449						
1108	Auto insurance policy with Encompass (CNA)	2,486,312						
1109	Auto insurance policy with Farm Bureau	4,386,366						
1110	Auto insurance policy with Farmer's	4,032,931						
1111	Auto insurance policy with Geico	4,069,213						
1112	Auto insurance policy with Hartford	4,409,625						
1113	Auto insurance policy with Liberty Mutual	4,448,978						
1114	Auto insurance policy with MetLife	3,588,262						
1115	Auto insurance policy with Nationwide	3,792,356						
1116	Auto insurance policy with The Prudential	516,924						
1117	Auto insurance policy with SAFECO	2,820,508						
1118	Auto insurance policy with State Farm	5,625,141						
1119	Auto insurance policy with The Travelers	4,054,892						
1120	Auto insurance policy with U. S. A. A.	5,206,291						
1121	Auto insurance policy with other company	4,831,949						
1122	Carry boat owner's insurance	6,410,794						
1123	Carry convalescent (long term) care insurance	5,687,598						
1124	Carry dental insurance	6,186,592						
1125	Carry loss of income through medical/disability insurance	5,289,132						
1126	Carry personal liability insurance (non-automotive)	4,321,910						
1127	Carry "Umbrella Coverage" liability insurance	7,504,474						
1128	Carry vision care insurance	5,984,441						
1129	Carry personal business or malpractice insurance	2,634,146						
1130	Carry small business insurance	4,752,117						
1131	Carry other, non-specified insurance policy	4,801,317						



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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
	<b>Home Improvements</b>							
1132	Did any interior & exterior home remodeling in the last year	6,978,070	1162	Exterior painting done by self/other household member in the last year	6,436,823	1197	Bought infant's furniture in the last year	5,082,441
1133	Remodeling/home improvements done by household member in the last year	6,706,917	1163	Exterior painting done by professional painter/other in the last year	6,065,464	1198	Bought wall units/systems in the last year	4,254,972
1134	Hired professional contractor for remodeling/home improvements in the last year	6,743,593	1164	Bought lumber in the last year	6,174,836	1199	Bought lawn/porch furniture in the last year	6,151,983
1135	Spent \$5,000 or more on home improvements in the last year	5,405,083	1165	Plan to do any interior & exterior home remodeling in the next 12 months	6,605,687	1200	Bought draperies/curtains in the last year	5,270,885
1136	Spent under \$5,000 on home improvements in the last year	7,754,568	1166	Plan to remodel basement/attic/garage next year	5,544,892	1201	Bought window shades/blinds in the last year	5,664,225
1137	Purchased carpet/rug for \$1000 or more in the last year	6,766,280	1167	Plan to remodel bathroom next year	5,828,527		<b>Kitchen Appliances</b>	
1138	Spent \$500 or more on roofing last year	6,026,415	1168	Plan to remodel family room/den next year	5,130,923	1202	Own a convection oven	6,415,514
1139	Purchased insulation in the last year	4,757,864	1169	Plan to remodel kitchen next year	5,635,228	1203	Own an electric juicer	6,380,005
1140	Purchased kitchen improvements in the last year	6,350,450	1170	Plan to add a bathroom next year	3,997,283	1204	Own an electric steamer/rice cooker	6,486,354
1141	Purchased indoor lighting fixtures in the last year	6,538,828	1171	Plan to add a room or garage in next 12 months	3,948,355	1205	Own a food dehydrator	6,560,932
1142	Purchased outdoor lighting fixtures in the last year	6,336,897	1172	Plan other remodeling next year	5,941,681	1206	Own a bread machine	7,544,562
1143	Bought wall paper/wall coverings in the last year	5,989,674	1173	Used a professional exterminator/pest control	5,636,658	1207	Own an electric coffee grinder/mill	7,323,466
1144	Bought carpeting in the last year	5,846,797		<b>Household Appliances/Durables</b>		1208	Own an electric espresso/cappuccino maker	5,894,942
1145	Bought thermal windows in the last year	5,682,523	1174	Own a wood-burning stove/heater	7,003,522	1209	Own an electric ice tea maker/pot	6,024,427
1146	Bought non-insulated/non-thermal windows in the last year	3,113,065	1175	Own a water purifier/conditioner/filter	6,023,214	1210	Bought microwave oven last year	4,668,195
1147	Bought weather-stripping in the last year	5,256,038	1176	Own a burglar alarm/security system	7,940,035	1211	Own an air compressor	7,776,194
1148	Bought outdoor/exterior siding in the last year	4,695,346	1177	Own an outdoor gas grill	7,952,363	1212	Own a wallpaper steamer/stripper	6,817,255
1149	Bought central air conditioning in last 12 months	5,649,640	1178	Bought hot water heater in the last year	5,886,817	1213	Own an electric router	7,321,934
1150	Bought central humidifying system in the last 12 months	3,478,773	1179	Bought an automatic dishwasher in the last year	6,105,655	1214	Own a chain saw	7,833,749
1151	Bought outdoor deck in the last year	5,254,846	1180	Bought automatic washing machine last year	5,392,752	1215	Own a portable generator	7,282,690
1152	Bought outdoor porch/patio in the last year	3,827,783	1181	Bought clothes dryer last year	5,525,184	1216	Own a shop wet/dry vac	8,179,774
1153	Bought garage door in the last year	6,247,091	1182	Bought vacuum cleaner last year	5,905,445	1217	Own a portable workbench	6,997,790
1154	Hung wall paper/wall coverings by self/other household member in the last year	5,539,029	1183	Bought ceiling fan last year	6,287,795	1218	Own an electric planer	6,669,550
1155	Hung wall paper/wall coverings by outside service contractor or other in the last year	5,066,273	1184	Bought smoke/fire detector last year	4,787,533	1219	Own an electric ratchet wrench (cordless)	6,251,727
1156	Carpet installed by self/other household member in the last year	5,102,215		<b>Home Furnishings</b>		1220	Own a stationary bench/table circular saw	7,712,287
1157	Carpet installed by outside service contractor or other in the last year	6,542,150	1185	Own a piano or organ	7,512,823	1221	Owns a jig/saber saw	7,504,559
1158	Kitchen faucets installed by self/other household member in the last year	6,683,128	1186	Purchased bedding, bath & linens for \$100 or more last year	6,235,214	1222	Own a band saw	7,123,788
1159	Kitchen faucets installed by outside service contractor or other in the last year	6,359,078	1187	Purchased draperies/curtains for \$250 or more last year	6,000,778	1223	Own portable power tools	7,645,877
1160	Interior painting or interior/exterior staining done by self/other household member in the last year	7,087,658	1188	Purchased dining room furniture for \$250 or more last year	5,236,773	1224	Own stationary power tools	8,068,887
1161	Interior painting or interior/exterior staining done by professional painter/other in the last year	7,201,426	1189	Purchased frame/headboard/other bedroom furniture for \$250 or more last year	5,689,394	1225	Rented any workshop equipment in the last 12 months	6,112,364
			1190	Purchased lawn/porch furniture for \$50 or more last year	6,209,733		<b>Home Workstations</b>	
			1191	Purchased mattress/box spring set for \$250 or more last year	6,066,649	1226	Own a personal computer at home	6,900,772
			1192	Purchased mattress/box spring set for less than \$250 last year	4,295,428	1227	Own 2 or more personal computers	7,717,349
			1193	Purchased recliner chair for \$250 or more last year	5,293,172	1228	Purchased a personal computer within the past 2 years	6,173,009
			1194	Purchased sofa bed/convertible for \$250 or more last year	3,254,193	1229	Intend to purchase personal computer in the next 18 months	4,361,653
			1195	Purchased table/floor lamps for \$50 or more last year	5,082,196	1230	Have a home computer network	7,117,142
			1196	Bought children's furniture in the last year	6,038,238	1231	Have a wireless home computer network	7,214,638
						1232	Have or plan to purchase Web TV	3,006,818
						1233	PC most recently acquired was an Acer	512,250
						1234	PC most recently acquired was an Apple Mac/PowerMac	4,079,608
						1235	PC most recently acquired was a Compaq	5,327,385
						1236	PC most recently acquired was a Dell	6,648,974
						1237	PC most recently acquired was a Gateway	5,571,828
						1238	PC most recently acquired was a Hewlett Packard	5,893,392
						1239	PC most recently acquired was an IBM	3,773,040
						1240	PC most recently acquired was other IBM compatible	3,556,290

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1241	PC most recently acquired was other brand	4,895,794	1275	Purchased software direct from manufacturer in last 12 months	5,558,701	1317	Exercise three or more times a week	4,729,345
1242	Most recent home PC purchase was in the last year	5,332,591	1276	Use a personal computer at work	6,289,895	1318	Participated in fitness/exercise walking in the last year	5,169,992
1243	Most recent home PC purchase was direct from manufacturer	6,586,464	<b>Lawn and Garden</b>			1319	Participated in jogging/running in the last year	4,305,645
1244	Most recent home PC purchase was via mail or phone order	4,743,883	1277	Gardened in the last year	6,956,273	1320	Participated in aerobics in the last year	4,006,495
1245	Most recent home PC purchase was via online order	4,934,677	1278	Own a garden tiller	7,289,948	1321	Participated in weight training in the last year	5,106,236
1246	Most recent home PC purchased is a desktop model	6,240,537	1279	Own a garden tractor	7,183,742	1322	Participated in stationary bicycling exercise in the last year	4,377,313
1247	Most recent home PC purchased is a laptop or notebook model	5,362,463	1280	Own a riding/tractor-type lawn mower	7,537,988	1323	Used cardio machine in the last year	5,255,986
1248	Most recent home PC purchased was \$3000 or more	4,814,178	1281	Own a power mower (walk-behind)	8,090,701	1324	Participated in yoga in the last year	3,711,770
1249	Most recent home PC purchased was \$2000 or more	6,212,563	1282	Own a fertilizer spreader	8,382,257	1325	Played/participated in bowling in the last year	4,857,984
1250	Most recent home PC purchased was less than \$2000	6,708,379	1283	Own a power edge trimmer	8,403,308	1326	Played/participated in tennis in the last year	4,321,196
1251	Own an electronic personal notebook organizer	5,221,197	1284	Own a power hedge trimmer	8,243,733	1327	Played/participated in racquetball in the last year	3,616,786
1252	Own a fax machine at home	7,023,276	1285	Own a yard trimmer	7,622,645	1328	Played/participated in billiards/pool in the last year	4,443,615
1253	Use a personal computer at home for accounting	6,804,646	1286	Own a leaf blower or vacuum	8,743,510	1329	Participated in in-line roller skating in the last year	2,346,177
1254	Use a personal computer at home for computer games	7,164,278	1287	Own a snow blower	8,061,148	1330	Participated in ice skating in the last year	4,462,638
1255	Use a personal computer at home for education	7,192,038	1288	Bought seeds, bulbs & fertilizers in the last year	7,300,063	1331	Participated in downhill/cross country snow skiing in the last year	4,325,413
1256	Use a personal computer at home for home banking	6,696,184	<b>Music Preferences</b>			1332	Participated in water skiing in the last year	4,014,388
1257	Use a personal computer at home for personal financial management	7,157,682	1289	Listens to 60's to 70's Pop Classic Rock most often	6,202,474	1333	Participated in skin diving or snorkeling in the last year	3,578,714
1258	Use a personal computer at home for internet/e-mail	7,030,551	1290	Listens to Old School Rap most often	4,050,483	1334	Participated in swimming in the last year	6,581,600
1259	Use a personal computer at home for taxes	6,930,595	1291	Listens to 80's Pop/Rock most often	5,322,224	1335	Participated in jet skiing/wave running/water biking in the last year	3,257,602
1260	Use a personal computer at home for desktop publishing	6,346,412	1292	Listens to Adult Contemporary most often	4,705,447	1336	Participated in power boating in the last year	5,119,673
1261	Use a personal computer at home for database mgmt.	6,464,308	1293	Listens to Album Oriented Rock most often	4,535,004	1337	Participated in fresh water fishing in the last year	5,937,063
1262	Use a personal computer at home for digital photo editing	7,623,147	1294	Listens to Alternative Rock most often	4,775,990	1338	Participated in salt water fishing in the last year	4,218,647
1263	Use a personal computer at home for graphics/presentation	5,134,317	1295	Listens to Children's music most often	3,683,501	1339	Participated in fly fishing in the last year	3,361,526
1264	Use a personal computer at home for home shopping	7,421,434	1296	Listens to Christian Rock most often	4,416,104	1340	Participated in horseback riding in the last year	3,831,135
1265	Use a personal computer at home for programming	5,037,197	1297	Listens to Classical music most often	5,592,025	1341	Participated in hunting in the last year	6,255,175
1266	Use a personal computer at home for news retrieval	6,572,888	1298	Listens to Easy Listening most often	7,020,059	1342	Participated in target shooting in the last year	5,249,631
1267	Use a personal computer at home for telecommuting	6,537,349	1299	Listens to Gospel most often	5,450,197	1343	Participated in archery in the last year	4,664,700
1268	Use a personal computer at home for travel planning	7,019,521	1300	Listens to Hard Rock most often	5,132,124	1344	Participated in backpacking/hiking in the last year	5,002,859
1269	Use a personal computer at home for word processing	7,161,648	1301	Listens to Pop/Hip Hop most often	4,156,625	1345	Participated in canoeing/kayaking in the last year	4,858,924
1270	Use personal computer at home 10 or more hours per week	4,528,788	1302	Listens to Jazz most often	4,625,492	1346	Participated in overnight camping trips in the last year	5,935,887
1271	Purchased 4 or more software programs in last 12 months	6,196,451	1303	Listens to Latin Ballads/Romantic most often	3,893,254	1347	Participated in mountain/rock climbing in the last year	3,016,532
1272	Purchased \$300 or more in software programs in last 12 months	6,482,577	1304	Listens to Latin Jazz most often	1,715,762	1348	Participated in mountain/road bicycling in the last year	5,717,884
1273	Purchased software by mail or phone in last 12 months	4,428,578	1305	Listens to Latin Pop/Rock most often	3,227,461	1349	Participated in motorcycling in the last year	4,754,932
1274	Purchased software online in last 12 months	5,497,581	1306	Listens to Mainstream Country most often	6,025,016	1350	Participated in snowmobiling in the last year	3,844,749
			1307	Listens to Regional Mexican most often	3,680,099			
			1308	Listens to New Age most often	2,499,151			
			1309	Listens to Pop/Teen Pop most often	4,745,083			
			1310	Listens to Reggae most often	2,947,978			
			1311	Listens to Techno Pop most often	3,057,912			
			1312	Listens to Salsa/Merengue most often	4,226,293			
			1313	Listens to Tejano/Banda most often	3,011,884			
			1314	Listens to Traditional Soul, Rhythm & Blues most often	3,989,318			
			<b>Sports &amp; Fitness</b>					
			1315	Exercised regularly at home in the last year	4,643,386			
			1316	Exercised regularly outside of home in the last year	5,457,055			



SELECT FROM OVER 2200 LIFESTYLES

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1351	Participated in surfing/wing surfing in the last year	2,459,370		<i>Leisure Activities and Hobbies</i>		1446	Collects decorative or commemorative plates	1,787,137
1352	Participated in sailing in the last year	3,537,312	1398	College basketball fans	6,287,969	1447	Collects Warner Bros./Hanna Barbara/Other collectibles	1,024,165
1353	Participated in skateboarding in last year	2,711,686	1399	College football fans	5,945,982	1448	Personally bought collectible dolls in the last year	1,643,908
1354	Participated in snowboarding in last year	2,974,697	1400	National Basketball Association (NBA) fan	4,867,868	1449	Personally bought other miniature collectibles in the last year	2,065,498
1355	Participated in stationary/outdoor rowing in the last year	3,177,992	1401	Women's National Basketball Association (WNBA) fan	3,127,933	1450	Took adult education courses in the last year	3,755,126
1356	Participated in auto racing/rallying in last year	3,296,414	1402	National Football League (NFL) fan	5,723,549	1451	Made a needlework/quilting project in the last year	3,827,560
1357	Played/participated in basketball in the last year	4,421,898	1403	Major League Baseball (MLB) fan	6,039,310	1452	Made a woodworking/furniture refinishing project in the last year	5,490,722
1358	Played/participated in baseball in the last year	4,275,923	1404	National Hockey League (NHL) fan	4,726,115	1453	Played a musical instrument in the last year	4,208,898
1359	Played/participated in softball in the last year	4,236,142	1405	PGA Golfing fan	6,629,552	1454	Painting, drawing, sculpting in the last year	2,956,443
1360	Played/participated in volleyball in the last year	3,788,148	1406	Horse race fans	4,728,253	1455	Involved in photography in the last year	5,169,217
1361	Played/participated in hockey in the last year	3,706,752	1407	Rodeo fans	5,009,990	1456	Went antique shopping/shows in the last year	5,907,640
1362	Played/participated in soccer in the last year	5,128,105	1408	Pro Bull Riding fan	5,223,878	1457	Went bird watching in the last year	5,991,368
1363	Participated in karate/martial arts in the last year	3,310,251	1409	Indy Car Racing fan	5,321,327	1458	Visited a zoo in the last year	5,463,245
1364	Played/participated in golf in the last year	6,255,013	1410	NASCAR Racing fan	5,938,748	1459	Enjoyed visiting museums in the last year	5,415,415
1365	Played golf every chance I get	5,603,939	1411	WWE wrestling fan	2,907,000	1460	Visited a museum (other than art) in the last year	5,415,415
1366	Played golf occasionally	4,867,766	1412	Attended college basketball post season	4,407,502	1461	Cooked for fun in the last year	4,826,836
1367	Played golf seldom	4,368,349	1413	Attended college football post season	3,965,525	1462	Watches action/adventure movies in the theater	4,878,629
1368	Played tennis every chance I get	3,510,072	1414	Attended NBA basketball post season	2,835,827	1463	Watches comedy movies in theater	5,273,008
1369	Played tennis occasionally	3,642,456	1415	Attended NFL football post season	3,416,209	1464	Watches drama movies in theater	4,395,160
1370	Played tennis seldom	3,445,008	1416	Attended MLB baseball post season	3,192,220	1465	Watches horror movies in theater	3,810,174
1371	Went jogging/running every chance I get	3,932,446	1417	Attended NHL hockey post season	3,885,659	1466	Watches science fiction movies in theater	4,743,073
1372	Went jogging/running occasionally	4,026,632	1418	Attended PGA golf	5,196,047	1467	Enjoyed gardening in the last year	6,956,273
1373	Went jogging/running seldom	2,962,805	1419	Attended boxing	2,150,154	1468	Enjoyed going to bars/nightclubs/dancing in the last year	4,267,354
1374	Went swimming every chance I get	4,358,979	1420	Attended NASCAR auto racing	4,108,404	1469	Enjoyed needlework/quilting in the last year	3,827,560
1375	Went swimming occasionally	5,633,679	1421	Attended Indy auto racing	3,382,596	1470	Enjoyed tailgating in the last year	4,092,233
1376	Went swimming seldom	3,613,914	1422	Attended horse racing	2,533,316	1471	Have household pets	5,243,510
1377	Went bowling every chance I get	4,104,392	1423	Attended rodeo	2,759,045	1472	Does not have household pets	3,585,559
1378	Went bowling occasionally	4,715,440	1424	Attended professional soccer	4,680,369	1473	Have cat/cats in household	6,280,735
1379	Went bowling seldom	5,234,503	1425	Attended professional tennis	2,884,412	1474	Have dog/dogs in household	7,183,205
1380	Go hunting every chance I get	4,880,832	1426	Attended WWE wrestling	1,568,666	1475	Have 2 or more birds in household	3,487,366
1381	Go hunting occasionally	4,709,918	1427	Attended Summer Olympics	2,720,926	1476	Have 2 or more cats in household	5,846,227
1382	Go hunting seldom	2,614,407	1428	Attended Winter Olympics	1,338,728	1477	Have 2 or more dogs in household	6,980,608
1383	Go fishing every chance I get	4,818,734	1429	Attended movie in last 6 months	3,818,540	1478	Have fish in household	4,323,429
1384	Go fishing occasionally	4,610,627	1430	Attended movies 3 or more times in the last 90 days	4,848,800	1479	Have hamsters in household	2,495,690
1385	Go fishing seldom	2,963,818	1431	Attended movie within first two weeks of release in last 6 months	4,523,879	1480	Have rabbits in household	2,639,213
1386	Go camping every chance I get	4,482,970	1432	Attended live theatre in the last year	5,899,408	1481	Have reptiles in household	4,107,920
1387	Go camping occasionally	5,037,410	1433	Attended a comedy club in the last year	4,449,207		<i>Buying Style</i>	
1388	Go camping seldom	2,596,301	1434	Attended a dance performance in the last year	4,260,444	1482	Bought 2 or more times from home shopping program in the last 3 months	1,456,255
1389	Bought golf clubs in the last year	4,770,517	1435	Attended classical concert in the last year	3,534,465	1483	Shop around a lot to take advantage of specials or bargains	5,396,094
1390	Bought golf balls in the last year	5,631,013	1436	Attended rock/pop/other concert in the last year	4,555,762	1484	Do not buy unknown brands merely to save money	4,912,282
1391	Bought golf glove in the last year	5,835,690	1437	Attended country concert in the last year	5,463,667	1485	When in a store, often buy an item on the spur of the moment	4,696,256
1392	Bought rifle for hunting in last year	3,341,542	1438	Collected coins in the last year	4,635,686	1486	Change brands often for the sake of variety and novelty	3,103,640
1393	Bought shotgun for hunting in last year	2,620,351	1439	Collected sports memorabilia/trading cards in the last year	3,220,001	1487	Always look for the brand name on the package	5,195,020
1394	Bought home gym equipment in last year	4,556,426	1440	Collected stamps in the last year	2,112,380			
1395	Bought free weights/dumbbells in last year	2,996,017	1441	Collects crystal figures/objects	2,830,888			
1396	Bought treadmill/stair climber/cross-country ski machine in last year	3,143,408	1442	Collects dolls (collectible type)	1,643,908			
1397	On a diet to lose weight	5,048,712	1443	Collects porcelain figurines	3,856,226			
			1444	Collects ornaments	4,337,731			
			1445	Collects Disney collectibles (character or theme park)	2,804,236			

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1488	Usually read the information on the product labels	5,470,705	1521	Shopped at Foot Locker in last 3 months	3,648,445	1558	Shopped at Toys R Us in last 3 months	5,760,299
1489	Prefer to buy things that friends or neighbors would approve of	3,248,208	1522	Shopped a Kid's Foot Locker in last 3 months	1,893,753	1559	Shopped at True Value Hardware in last 3 months	4,663,803
1490	Believe advertising presents a true picture of products of well known companies	4,382,657	1523	Shopped a Lady Foot Locker in last 3 months	2,413,143	1560	Shopped at Victoria's Secret in last 3 months	3,798,657
1491	Try to keep abreast of changes in styles and fashions	4,674,670	1524	Shopped at the Gap in last 3 months	4,701,367	1561	Shopped at Wal-Mart in the last 3 months	5,200,631
1492	Generally plan far ahead to buy expensive items	5,717,849	1525	Shopped at Home Depot in last 3 months	7,697,287	1562	Shopped at Younkers in last 3 months	3,355,496
1493	Buy paper products that are recycled	4,387,143	1526	Shopped at IKEA in last 3 months	3,763,358	1563	Shopped at Williams-Sonoma in last 3 months	4,736,930
1494	Believe that all products that pollute the environment should be banned	4,697,305	1527	Shopped at J.Crew in last 3 months	3,309,536	1564	Purchased greeting cards in last 3 months	5,470,211
1495	Primary shopper in household is male	3,915,556	1528	Shopped at JC Penney in last 3 months	5,269,251		<b>VCR/DVD/Digital Cameras</b>	
1496	Primary shopper in household is female	5,618,032	1529	Shopped at Kay Bee Toy & Hobby in last 3 months	3,999,175	1565	Own a VCR	5,280,890
	<b>Retail Shopping</b>		1530	Shopped at Kmart in the last 3 months	5,706,161	1566	Own a camcorder/video camera	7,894,298
1497	Shopped at Abercrombie & Fitch in last 3 months	4,089,116	1531	Shopped at Kohl's in last 3 months	7,373,615	1567	Own a laser disc video player	5,551,081
1498	Shopped at Ace Hardware in last 3 months	5,400,699	1532	Shopped at The Limited in last 3 months	2,166,089	1568	Own a DVD (digital video disc) player	5,551,081
1499	Shopped at American Eagle Outfitters in last 3 months	4,000,384	1533	Shopped at Limited Too in last 3 months	3,605,026	1569	Owns 2 or more DVD players in household	7,536,980
1500	Shopped at Babies R Us in last 3 months	5,865,950	1534	Shopped at Linens 'N Things in last 3 months	6,174,746	1570	Own DVR's (Digital Video Recorders)	5,347,420
1501	Shopped at Banana Republic in last 3 months	3,253,472	1535	Shopped at Lowe's in last 3 months	7,254,395	1571	Have video-on-demand	4,995,383
1502	Shopped at Bed, Bath & Beyond in last 3 months	6,191,805	1536	Shopped at Macy's in last 3 months	5,183,875	1572	Ordered 4 or more video-on-demand programs in the last 3 months	3,762,193
1503	Shopped at Best Buy in last 3 months	5,941,291	1537	Shopped at Marshall's in last 3 months	3,936,426	1573	Rented/bought an action/adventure movie	5,780,818
1504	Shopped at Big Lots in last 3 months	5,805,379	1538	Shopped at Meijer in last 3 months	4,597,372	1574	Rented/bought a comedy movie	5,436,250
1505	Shopped at BJ's Wholesale Club in last 3 months	5,540,473	1539	Shopped at Mervyn's in last 3 months	4,834,806	1575	Rented/bought a drama movie	5,424,970
1506	Shopped at Bloomingdale's in last 3 months	3,734,900	1540	Shopped at Men's Wearhouse in last 3 months	3,355,145	1576	Rented/bought a horror movie	5,026,268
1507	Shopped at Burlington Coat Factory in last 3 months	3,431,545	1541	Shopped at Neiman Marcus in last 3 months	2,983,315	1577	Bought DVDs (Digital Video Discs) in the last year	5,100,462
1508	Shopped at Circuit City in last 3 months	5,751,260	1542	Shopped at New York & Company in last 3 months	2,816,091	1578	Bought movies - hits/new release DVD's in the last year	4,966,257
1509	Shopped at Costco in last 3 months	7,015,689	1543	Shopped at Nine West in last 3 months	1,643,556	1579	Bought children's DVDs in the last year	5,912,883
1510	Shopped at Crate and Barrel in last 3 months	4,948,717	1544	Shopped at Nordstrom's in last 3 months	4,812,961	1580	Bought sports DVDs in the last year	2,188,085
1511	Shopped at Dick's Sporting Goods in last 3 months	7,057,632	1545	Shopped at Old Navy in last 3 months	5,157,074	1581	Bought television series DVDs in the last year	4,081,888
1512	Shopped at Dillard's in last 3 months	5,609,784	1546	Shopped at Pier 1 Imports in last 3 months	4,681,990	1582	Bought 7 or more DVDs in the last 3 months	4,253,805
1513	Shopped at The Disney Store in last 3 months	5,897,740	1547	Shopped at Pottery Barn in last 3 months	4,518,319	1583	Own a camcorder & video cameras costing more than \$1,000	5,889,620
1514	Shopped at Dollar General in last 3 months	5,228,457	1548	Shopped at Payless Shoe source in last 3 months	4,315,214	1584	Own a new still camera costing more than \$500	5,521,992
1515	Shopped at Eddie Bauer in last 3 months	3,523,486	1549	Shopped at Radio Shack in last 3 months	4,728,253	1585	Took more than 100 pictures with a digital camera in the last year	6,957,110
1516	Shopped at Ethan Allen in last 3 months	2,706,981	1550	Shopped at Sak's Fifth Avenue in last 3 months	1,754,903		<b>Books/CD's/Tapes</b>	
1517	Shopped at Expo Design Center in last 3 months	3,612,550	1551	Shopped at Sam's Club in last 3 months	6,187,728	1586	Bought traditional country music in the last year	5,029,623
1518	Shopped at Family Dollar in last 3 months	4,748,147	1552	Shopped at Sears in last 3 months	5,939,216	1587	Bought mainstream country music in the last year	3,889,736
1519	Shopped at Famous Footwear in last 3 months	2,552,615	1553	Shopped at Shopko in last 3 months	3,122,833	1588	Bought gospel records/discs/tapes in the last year	3,570,139
1520	Shopped at Fashion Bug in last 3 months	3,474,322	1554	Shopped at Sports Authority in last 3 months	4,111,612	1589	Bought traditional soul, rhythm & blues music in the last year	2,784,043
			1555	Shopped at Stein Mart in last 3 months	4,278,880	1590	Bought jazz music in the last year	3,785,256
			1556	Shopped at Target in the last 3 months	6,370,748	1591	Bought classical records/discs/tapes in the last year	3,488,852
			1557	Shopped at TJ Maxx in last 3 months	3,719,885	1592	Bought 1940's/1950's pop music in the last year	2,055,167
						1593	Bought 1960's/1970's pop classic rock music in the last year	4,580,333



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1594	Bought Broadway cast, movie, or TV soundtrack music in the last year	2,552,338	1627	Bought board games in the last year	6,006,042	1664	Bought men's sport shirt (all types) in the last year	5,603,320
1595	Belong to records/discs/tapes club	3,366,522	1628	Bought word games in the last year	2,992,001	1665	Bought men's t-shirt (outerwear) in the last year	6,124,587
1596	Joined a records/discs/tapes club through a magazine or newspaper ad	2,179,068	1629	Bought children's book in the last year	6,124,934	1666	Bought men's sweats in the last year	4,290,580
1597	Joined a records/discs/tapes club through a direct mail solicitation	2,522,964	1630	Bought construction toys in the last year	5,715,397	1667	Bought men's gym/jogging/workout clothes in the last year	4,181,174
1598	Bought audio tapes for recording in last year	4,973,417	1631	Bought other toys in the last year	4,983,356	1668	Bought men's ski clothes (not ski boots) in the last year	3,572,698
1599	Bought 10 or more compact discs (CD's) in the last year	3,632,653	1632	Spent \$200 or more on games and toys in the last year	5,075,945	1669	Bought men's jeans in the last year	4,225,395
1600	Bought 10 or more audio cassettes (pre-recorded) in the last year	2,729,501	1633	Spent \$100-199 on games and toys in the last year	6,577,419	1670	Bought men's swim suit in the last year	6,100,195
1601	Bought 10 or more paperback books in the last year	3,893,606	1634	Spent \$50-99 on games and toys in the last year	6,825,984	1671	Bought men's underwear in the last year	5,965,041
1602	Bought hardcover/paperback mystery books in the last year	5,441,355	1635	Spent under \$50 on games and toys in the last year	4,714,513	1672	Bought men's nightwear/pajamas in the last year	4,258,722
1603	Bought hardcover/paperback romance books in the last year	4,247,854	1636	Played card games in the last year	4,843,304	1673	Bought men's slippers in the last year	3,106,319
1604	Bought hardcover/paperback science fiction books in the last year	2,681,674	1637	Played board games in the last year	6,371,169	1674	Bought men's sunglasses (non-prescription) in the last year	5,033,865
1605	Bought hardcover/paperback personal/business self help books in the last year	4,307,096		<b>Video Games</b>		1675	Bought men's scarf in the last year	1,686,087
1606	Bought hardcover/paperback religious books (not Bible) in the last year	4,253,208	1638	Bought 6 or more video games in the last year	4,640,403	1676	Bought men's wallet in the last year	4,466,488
1607	Bought hardcover/paperback cookbooks in the last year	4,146,012	1639	Bought video games in the last year	5,515,503		<b>Women's Apparel Purchases</b>	
1608	Bought hardcover/paperback children books in the last year	6,286,428	1640	Owns/plays video games	5,397,478	1677	Bought women's overcoat/jacket in the last year	3,924,298
1609	Bought hardcover/paperback sports books in the last year	3,247,032	1641	Owns/plays hand-held video games	4,634,557	1678	Bought women's fur jacket or coat (synthetic/fake) in the last year	2,295,109
1610	Bought music most often at audio/video stores	3,414,947	1642	Owns/plays console video games	5,789,996	1679	Bought women's fur jacket or coat (real) in the last year	2,077,701
1611	Bought music most often at department or discount stores	4,815,733	1643	Owns/plays PC/MAC video games	2,930,616	1680	Bought women's blazer or jacket (suit type) in the last year	3,465,412
1612	Bought music most often at book stores	4,072,690	1644	Plays video games connected to the internet	3,534,241	1681	Bought women's raincoat/all-weather coat in the last year	3,320,261
1613	Bought music most often at record, CD, or tape stores	3,223,744		<b>Men's Apparel Purchases</b>		1682	Bought women's leather jacket in the last year	3,191,686
1614	Bought music most often from record/CD/tape clubs	2,461,235	1645	Bought men's overcoat/topcoat in the last year	2,843,472	1683	Bought women's heavyweight/ski type jacket in the last year	2,307,934
1615	Bought music most often online	4,354,133	1646	Bought men's leather jacket in the last year	3,524,174	1684	Bought women's dress in the last year	4,171,390
	<b>Games and Toys</b>		1647	Bought men's raincoat/all-weather coat in the last year	4,201,797	1685	Bought women's suit in the last year	3,535,616
1616	Bought large/baby doll in the last year	4,212,689	1648	Bought men's suit in the last year	4,713,749	1686	Bought women's ski clothes (not boots) in the last year	1,971,326
1617	Bought fashion doll in the last year	3,728,811	1649	Bought men's sport coat/blazer in the last year	3,880,731	1687	Bought women's non-athletic shoes in the last year	4,420,177
1618	Bought plush doll/animal in the last year	5,239,734	1650	Bought men's non-athletic shoes in the last year	5,634,739	1688	Bought women's athletic shoes in the last year	4,713,388
1619	Bought electronic doll/animal in the last year	5,029,738	1651	Bought men's athletic shoes in the last year	5,647,322	1689	Bought women's non-work boots in the last year	3,151,524
1620	Bought action figure/robots and accessories in the last year	4,817,066	1652	Bought men's other shoes in the last year	5,634,739	1690	Bought women's skirt in the last year	4,188,396
1621	Bought infant toys in the last year	5,653,285	1653	Bought men's utility work clothes in the last year	5,148,442	1691	Bought women's slacks/pants (not jeans) in the last year	5,572,370
1622	Bought pre-school toys in the last year	5,643,274	1654	Bought men's utility/work clothes/work boots in the last year	5,148,442	1692	Bought women's jeans in the last year	4,466,429
1623	Bought electronic educational toys in the last year	6,089,818	1655	Bought men's non-work boots in the last year	3,378,738	1693	Bought women's sweater in the last year	5,274,946
1624	Bought educational toys (not electronic) in the last year	5,257,574	1656	Bought men's belt in the last year	5,765,736	1694	Bought women's belt in the last year	3,923,614
1625	Bought play sports equipment in the last year	7,059,345	1657	Bought men's slacks (business or dress) in the last year	6,559,365	1695	Bought women's gloves in the last year	3,486,695
1626	Bought cars/trucks toys in the last year	4,940,828	1658	Bought men's slacks (leisure/casual) in the last year	6,559,365	1696	Bought women's purse/handbag in the last year	4,813,277
			1659	Bought men's sweater in the last year	4,478,068	1697	Bought women's wallets in the last year	3,006,691
			1660	Bought men's gloves in the last year	3,874,004			
			1661	Bought men's necktie in the last year	5,441,209			
			1662	Bought men's socks in the last year	5,784,031			
			1663	Bought men's regular or dress shirt in the last year	5,938,032			

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
1698	Bought women's scarf in the last year	3,230,853	1730	Bought 4 or more women's other shoes in the last year	3,837,466	1763	Drinks malt liquor	2,646,736
1699	Bought women's swim suit in the last year	4,852,363	1731	Bought 4 or more women's boot (excluding work boots) in the last year	1,643,290	1764	Drinks light/low calorie domestic draft beer	5,019,833
1700	Bought women's t-shirt in the last year	4,736,711	1732	Bought 4 or more women's dresses in the last year	1,233,999	1765	Drinks regular domestic draft beer	4,787,073
1701	Bought women's utility/work clothes/uniform in the last year	2,941,241	1733	Bought 4 or more women's jeans in the last year	3,789,608	1766	Drinks regular imported draft beer	5,076,623
1702	Bought women's blouse/shirt in the last year	4,995,529	1734	Bought 4 or more women's sweats in the last year	1,601,984	1767	Drinks light/low calorie imported beer most often	4,296,495
1703	Bought women's sweats in the last year	3,754,604	1735	Bought 5 or more brassieres in last year	4,112,200	1768	Drinks regular imported beer most often	5,393,971
1704	Bought women's gym/jogging/workout clothes in the last year	5,069,927	1736	Bought 10 or more panties in last year	3,431,179	1769	Drinks ice beer	3,775,766
1705	Bought women's brassier in the last year	4,425,104	1737	Bought 10 or more pantyhose in last year	1,877,779	<b>Wine</b>		
1706	Bought women's nightwear (nightgown/pajamas) in the last year	4,377,077	1738	Bought watch in the last year	4,641,992	1770	Drinks coolers made with wine/malt/spirits	4,735,627
1707	Bought women's other lingerie in the last year	3,945,497	1739	Spent \$500 or more on a watch in the last year	2,614,781	1771	Drinks light/reduced calorie coolers made with wine/malt/spirits most often	1,915,856
1708	Bought women's slippers in the last year	4,291,392	1740	Spent less than \$500 on a watch in the last year	4,800,189	1772	Drinks port, sherry & dessert wines	4,583,363
1709	Bought women's sunglasses (non-prescription) in the last year	4,097,645	<b>Eat In</b>			1773	Drinks domestic dinner/table wines	5,536,574
1710	Bought 4 or more pairs of women's non-athletic shoes in last year	3,837,466	1741	Used coupons received as handouts once a week	5,292,352	1774	Drinks imported dinner/table wines	5,063,085
1711	Bought 2 or more purses/handbags in the last year	3,943,021	1742	Used coupons received in/on packages once a week	5,738,901	1775	Drinks champagne/cold duck/sparkling wine	4,696,904
1712	Bought 2 or more women's swim suits in the last year	4,639,966	1743	Used coupons received in magazines once a week or more	5,567,988	<b>Distilled Spirits</b>		
1713	Bought 2 or more utility/work clothes/uniforms in the last year	2,581,378	1744	Used coupons received by mail once a week	6,840,564	1776	Drinks rum	4,481,030
1714	Bought 2 or more gym/jogging/workout clothes in the last year	4,765,069	1745	Used coupons received in newspaper once a week	7,313,350	1777	Drinks tequila	4,598,639
1715	Bought 4 or more sweaters in last year	3,826,696	1746	Spend \$150 or more a week on groceries	7,000,667	1778	Drinks brandy & Armagnac	3,794,448
1716	Bought 2 or more dresses in last year	3,051,195	1747	Spend \$50 or less a week on groceries	3,937,134	1779	Drinks cognac	3,712,745
1717	Bought 2 or more jackets/overcoats in last year	3,196,126	1748	Use liquid/powdered nutritional supplements or liquid breakfasts	3,904,005	1780	Drinks cocktail mixes pre-prepared with liquor	3,059,526
1718	Bought 2 or more suits in last year	2,110,950	1749	Use liquid/powdered supplements as meal or vitamin/mineral supplement	2,888,889	1781	Drinks cocktail mixes pre-prepared without liquor	4,403,984
1719	Bought 2 or more blazer/jackets (suit type) in the last year	2,927,379	1750	Use liquid/powdered supplements to lose weight	1,854,077	1782	Drinks cordials & liqueurs	5,227,260
1720	Bought 2 or more nightgowns/pajamas in the last year	4,576,088	1751	Eats nutritional snacks (granola, fruit, etc.)	5,191,762	1783	Drinks Canadian whisky	4,408,958
1721	Bought 2 or more lingerie items (other than bras, slips, pajamas) in the last year	3,387,959	1752	Does not eat nutritional snacks (granola, fruit, etc.)	5,749,467	1784	Drinks bourbon whisky	4,799,831
1722	Bought 4 or more skirts in last year	2,900,096	<b>Eat Out</b>			1785	Drinks Irish whiskey	4,126,094
1723	Bought 4 or more slacks/pants (business or dress) in last year	2,567,234	1753	Ate at fast food restaurants 5 or fewer times in last 30 days	5,409,049	1786	Drinks Scotch whiskey	4,549,952
1724	Bought 4 or more blouses/shirts in last year	4,090,779	1754	Eat out - Cafeterias use most often	4,814,724	1787	Drinks blended whisky or rye	3,878,346
1725	Bought 4 or more women's purse/handbags in the last year	3,117,103	1755	Eat out - Family restaurants use most often	4,856,001	1788	Drinks gin	4,440,779
1726	Bought 4 or more women's utility/work clothes/work boot in the year	1,657,785	1756	Eat out - Fast food Mexican restaurants use most often	5,075,649	1789	Drinks vodka	4,631,629
1727	Bought 4 or more women's lingerie in the last year	3,251,898	1757	Eat out - Fast food pizza restaurants use most often	5,201,215	1790	Drinks flavored alcoholic beverages	4,255,827
1728	Bought 4 or more women's suits in the last year	1,111,003	1758	Eat out - Fast food seafood restaurants use most often	5,164,827	1791	Drinks prepared cocktail mixes with liquor	3,387,395
1729	Bought 4 or more women's athletic shoes in the last year	1,102,146	1759	Eat out - Steak houses use most often	5,489,026	<b>Beverages</b>		
			1760	Ate at fast food restaurants 6 or more times last month	4,948,948	1792	Drinks Diet Coke most often	5,287,049
			<b>Beer</b>			1793	Drinks Diet Pepsi most often	5,110,503
			1761	Drinks microbrew beer	4,601,958	1794	Drinks Coca Cola most often	4,410,033
			1762	Drinks low alcohol/no alcohol beer	4,396,654	1795	Drinks Pepsi most often	4,987,450
						1796	Drinks sparkling waters/seltzers/natural sodas	3,799,730
						1797	Drinks non-carbonated bottled spring water	4,845,690
						1798	Drinks herbal tea most often	4,803,975
						1799	Drinks espresso/cappuccino	4,855,156
						1800	Drinks coffee drinks	4,691,768
						1801	Drinks energy drinks	3,594,692
						1802	Drinks thirst quencher/activity drinks	4,883,704
						<b>Tobacco</b>		
						1803	Smoke cigarettes	4,080,569
						1804	Smokes generic/store/no-name brand cigarettes most often	3,931,786
						1805	Chew tobacco	2,520,931
						1806	Smoke cigars	2,145,257
						1807	Smoke pipe tobacco	1,130,619
						1808	Tried to stop smoking in the last year	2,927,679
						1809	Tried to stop smoking "cold turkey"	1,912,853



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1810	Tried to stop smoking through gradual reduction	1,594,432	1839	Consulted with a chiropractor in the last year	4,734,688	1880	Political party affiliation - Democrat	5,290,150
1811	Tried to stop smoking using Nicorette gum in the last year	1,141,204	1840	Bought passenger car tires in the last year	5,930,657	1881	Political party affiliation - Independent	5,125,706
1812	Tried to stop smoking using nicotine patch in the last year	2,159,509	1841	Bought pick-up/SUV/van tires in the last year	7,035,109	1882	Political party affiliation - Republican	7,281,965
1813	Smokes 20 or more cigarettes a day	3,633,332	1842	Bought high-performance tires in the last year	5,343,428	1883	Political party affiliation - Other (not democrat, republican, or independent)	2,672,496
	<b>Prescription Products</b>		1843	Bought tires at a tire store	6,024,691		<b>Donors</b>	
1814	Used prescription product for acid reflux disease (Gerd) in the last year	4,789,324	1844	Bought tires at an auto supplies store in the last year	4,344,407	1884	Made a charitable gift or contribution in the last year	7,420,045
1815	Used prescription product for ADD/ADHD in the last year	2,266,226	1845	Bought tires at a department or discount store in the last year	5,625,336	1885	Made a charitable gift or contribution in the last year to arts/culture and humanities organization	5,656,070
1816	Used prescription product for anxiety in the last year	2,273,478	1846	Bought Cooper tires in the last year	4,117,849	1886	Made a charitable gift or contribution in the last year to education organization	7,046,248
1817	Used prescription product for arthritis in the last year	4,980,189	1847	Bought Bridgestone tires in the last year	4,767,018	1887	Made a charitable gift or contribution in the last year to environmental organization	5,781,744
1818	Used prescription product for chronic bronchitis in the last year	952,111	1848	Bought Dunlop tires in the last year	4,127,417	1888	Made a charitable gift or contribution in the last year to health organization	6,778,910
1819	Used prescription product for chronic pain in the last year	1,909,522	1849	Bought Firestone tires in the last year	5,677,081	1889	Made a charitable gift or contribution in the last year to public radio	5,907,429
1820	Used prescription product for COPD (chronic obstructive pulmonary dis) in the last year	1,581,159	1850	Bought B.F. Goodrich tires in the last year	4,160,950	1890	Made a charitable gift or contribution in the last year to public television	6,153,935
1821	Used prescription product for depression in the last year	2,590,198	1851	Bought Goodyear tires in the last year	5,465,773	1891	Made a charitable gift or contribution in the last year to private foundations	6,290,261
1822	Used prescription product for eczema/psoriasis in the last year	1,836,747	1852	Bought Michelin tires in the last year	6,016,170	1892	Made a charitable gift or contribution in the last year to religious organization	8,068,223
1823	Used prescription product for emphysema in the last year	961,960	1853	Bought Pirelli tires in the last year	2,674,680	1893	Made a charitable gift or contribution in the last year to social services/welfare	6,248,761
1824	Used prescription product fro genital herpes in the last year	1,258,488	1854	Bought Sears tires in the last year	5,237,151	1894	Made a charitable gift or contribution in the last year to some other organization	6,600,724
1825	Used prescription product for heart attack/stroke in the last year	1,875,393		<b>Memberships</b>		1895	Made a charitable gift or contribution of \$200 or more in the last year	7,917,540
1826	Used prescription product for heart disease/congestive heart failure in the last year	5,053,685	1855	Belong to an automobile club	7,127,058	1896	Made a charitable gift or contribution of \$50-199 in the last year	6,438,874
	Used prescription product for hepatitis C in the last year		1856	Belong to a business club	2,975,262	1897	Made a charitable gift or contribution of \$25-49 in the last year	5,621,180
1828	Used prescription product for hialal hernia in the last year	515,643	1857	Belong to a union	4,519,138	1898	Made a charitable gift or contribution of under \$25 in the last year	5,667,927
1829	Used prescription product for impotence/loss of libido in the last year	2,474,839	1858	Belong to a fraternal order	4,331,974		<b>Lifestyle Changes</b>	
1830	Used prescription product for insomnia/sleep disorder in the last year	1,580,933	1859	Belong to a religious club	3,601,839	1899	Retired/took early retirement in the last year	3,747,561
1831	Used prescription product for irritable bowel syndrome in the last year	1,598,836	1860	Belong to American Association of Retired Persons (AARP)	7,979,632	1900	Collected from pension/savings/stock plan in the last year	2,700,562
1832	Used prescription product for migraine headaches in the last year	2,663,974	1861	Belong to a veterans club	5,532,619	1901	Household member has used a retirement home or assisted living facility in the last year	3,602,290
1833	Used prescription product for nail fungus in the last year	1,596,785	1862	Belong to a country club	5,070,050	1902	Changed job for better job in the last year	4,320,874
1834	Used prescription product for overactive bladder in the last year	2,220,455	1863	Belong to an environmentalist organization	2,483,157	1903	Changed job for same level of pay in the last year	3,265,062
1835	Used prescription product for overweight (30 lbs or more ) in the last year	682,252	1864	Belong to a school or college board	2,468,881			
1836	Used prescription product for snoring/sleep apnea in the last year	975,464	1865	Belong to a church board	4,425,997			
1837	Consulted with an acupuncturist in the last year	2,078,437	1866	Belong to a PTA/parents association	7,236,313			
1838	Consulted with an alternative health practitioner in the last year	1,022,785	1867	Belong to a church/temple/synagogue	7,069,105			
			1868	Belong to a civic club (such as Kiwanis, Lions, Rotary)	3,770,737			
				<b>Civic/Public/Activity</b>				
			1869	Has served in the U.S. armed forces	8,264,329			
			1870	Currently serves in the U.S. armed forces	1,746,579			
			1871	Currently serves in the U.S. armed force reserves	1,652,147			
			1872	Made a political contribution in last year	6,480,070			
			1873	Made a political contribution of more than \$50 in the last year	5,547,741			
			1874	Political outlook is very conservative	6,002,698			
			1875	Political outlook is somewhat conservative	5,874,545			
			1876	Political outlook is middle of the road	5,420,628			
			1877	Political outlook is somewhat liberal	4,268,269			
			1878	Political outlook is very liberal	2,789,708			
			1879	Registered voter	5,711,461			

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1904	Changed job for lower level of pay in the last year	2,276,989	1940	Expect youngest son to get married in the next year	1,237,326	1974	I pay extra for a car with more horsepower	4,413,394
1905	Changed jobs in last year (any)	4,233,019	1941	Expect youngest daughter to get married in the next year	2,621,694	1975	It is important that the vehicle handle very rough terrain	4,211,671
1906	Lost job/laid off/out of business in the last year	2,848,152	1942	Expect first child to be born in the near future	3,268,970	1976	An SUV matches my active lifestyle	4,234,577
1907	Attended a specialty, vocational, or technical school	5,163,453	1943	Expect grandchild to be born in the near future	3,117,349	1977	American car companies set the standard	3,646,575
1908	Got married in the last year	3,649,396	1944	Do not expect any life stage events in the next year	4,644,567	1978	I'm always the first among my friends to have the latest electronic equipment	2,851,063
1909	Got separated/divorced in the last year	1,345,188		<b>Personal Views</b>		1979	I'll pay just about anything for an electronic product that I really want	2,866,476
1910	Bought first home in last year	5,159,457	1945	Self-concept is affectionate, passionate, loving	4,432,057	1980	I like to get as much information as possible about an electronic item before I buy it	5,058,239
1911	Bought new home (not first home) in the last year	6,133,378	1946	Self-concept is amicable, amiable, affable, benevolent	5,401,280	1981	I always shop for the best deal in electronic equipment	5,169,864
1912	Sold or changed home in the last year	2,743,426	1947	Self-concept is awkward, absent-minded, forgetful	3,514,625	1982	My friends often ask for my advice before buying electronic equipment	3,685,827
1913	Made last mortgage payment in the last year	2,217,258	1948	Self-concept is brave, courageous, daring, adventuresome	4,093,876	1983	Computers confuse me, I will never get used to them	6,445,032
1914	Refinanced home in the last year	5,324,562	1949	Self-concept is broad-minded, open-minded, liberal	4,142,070	1984	I always ask my friends for advice before I buy any electronic equipment	3,723,706
1915	Made major home improvements in the last year	6,374,415	1950	Self-concept is creative, inventive, imaginative	4,469,109	1985	I like websites that show me local information	4,915,831
1916	Had a child enter college in the last year	4,786,962	1951	Self-concept is dominating, authoritarian, demanding	4,058,603	1986	I get more of my news from the internet	4,458,270
1917	Oldest child entered school in the last year	4,038,984	1952	Self-concept is efficient, organized, diligent	4,988,142	1987	I'm doing more shopping on the internet than before	4,670,162
1918	Youngest child left home in the last year	2,367,587	1953	Self-concept is egocentric, vain, self-centered	3,587,737	1988	I think it's safe to make purchases online	3,103,060
1919	Youngest child graduated from college in the last year	3,571,472	1954	Self-concept is frank, straightforward, outspoken	4,129,039	1989	The internet has changed the way I spend free time	4,407,243
1920	Youngest son got married in the last year	2,434,996	1955	Self-concept is funny, humorous, amusing, witty	4,637,816	1990	The internet has changed the way I get information for products	5,642,033
1921	Youngest daughter got married in the last year	1,098,241	1956	Self-concept is intelligent, smart, bright	4,641,026	1991	I spend less time sleeping because of the internet	2,737,878
1922	First child was born in the last year	3,806,633	1957	Self-concept is kind, good-hearted, warm-hearted	4,768,976	1992	I spend less time watching television because of the internet	3,290,978
1923	Grandchild was born in the last year	5,461,887	1958	Self-concept is refined, gracious, sophisticated	4,771,359	1993	The internet is the new way I socialize and meet others	3,315,107
1924	Had no life stage events in last year	6,040,444	1959	Self-concept is reserved, conservative, quiet	5,109,465	1994	I spend less time reading magazines because of the internet	3,165,165
1925	Expect to retire/take early retirement in the near future	2,558,051	1960	Self-concept is self-assured, confident, secure	5,090,064	1995	The internet is the prime source of my entertainment	3,182,018
1926	Expect to collect from pension/savings/stock plan in the near future	2,045,743	1961	Self-concept is sociable, friendly, cheerful, likeable	4,846,196	1996	The internet is the prime source of my family's entertainment	2,484,857
1927	Expect any job change in the next year	3,970,412	1962	Self-concept is stubborn, hard-headed, headstrong	4,799,254	1997	The internet has changed the way I work	5,371,143
1928	Expect to get married in the near future	2,330,129	1963	Self-concept is tense, nervous, high-strung, excitable	3,947,160	1998	The internet has increased my desire to learn and search for information	4,854,050
1929	Expect to get separated/divorced in the near future	1,782,373	1964	Self-concept is trustworthy, competent, reliable	5,292,588	1999	I listen to less non-internet radio because of the internet	3,531,365
1930	Expect to buy first home in the near future	1,984,751	1965	My car should catch people's attention	4,287,896	2000	The internet has had no impact on my life	5,881,796
1931	Expect to buy new home (not first home) in the next year	3,032,697	1966	My car should have many safety features	6,288,064	2001	I read print news less because of the internet	3,687,364
1932	Expect to sell or change home in the near future	3,274,449	1967	I like driving	5,644,931	2002	The internet is the first place I look for information	4,711,115
1933	Expect to make last mortgage payment in the near future	1,572,796	1968	Foreign cars are more prestigious than American cars	3,748,218	2003	I like to learn about computer technology and the internet	4,301,575
1934	Expect to refinance your home in the next year	3,392,316	1969	I like to drive faster than normal	3,873,885	2004	I try to keep up with developments in technology	4,651,053
1935	Expect to make major home improvements in the next year	5,589,463	1970	A cars purpose is to get from point A to point B	5,135,267	2005	I love to buy new gadgets and appliances	4,021,382
1936	Expect to have a child enter college in the next year	4,794,931	1971	It is important that the car works for the whole family	6,563,352	2006	Video games are my main source of entertainment	1,885,939
1937	Expect oldest child to enter school in the next year	3,045,134	1972	Comfort is the most important thing in a car	5,693,153			
1938	Expect youngest child to leave home in the next year	3,596,219	1973	I normally drive without any passengers	5,371,756			
1939	Expect youngest child to graduate from college in the next year	2,811,651						

ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
2007	I think video games are more entertaining than television	1,548,038	2045	I am too busy to take care of myself as I should	4,776,917	2083	I'm always looking for new ideas to improve my home	5,335,306
2008	I spend more time playing video games than watching television	1,321,657	2046	I am a vegetarian	1,640,316	2084	I enjoy watching religious television programs	5,670,748
2009	I often notice brand name products in video games	1,879,954	2047	I treat myself to foods not good for me	4,601,945	2085	On the whole, people get what they deserve	4,159,558
2010	I'll pay any price for good financial advice	3,020,612	2048	I feel guilty when I eat sweets	4,507,228	2086	I enjoy spending time with my family	6,300,781
2011	I like to know as much as possible about a financial service/investment before I commit to it	5,405,949	2049	I prefer food presented as an art form	4,362,759	2087	I like to enjoy life / I don't worry about the future	5,372,675
2012	I always shop for the best deal in financial/investment services	5,130,999	2050	I spend most of the time trying to lose weight by dieting	4,232,163	2088	I only work at my current job level for the money	4,290,601
2013	My friends or associates often ask for my advice in financial matters	3,717,880	2051	I like to try out new food products	4,214,766	2089	I like to do unconventional things	3,013,096
2014	I feel financially secure	6,297,481	2052	I really enjoy cooking	4,895,939	2090	I rarely sit down to a meal together with my family at home	3,648,833
2015	I know nothing about finances and investments	3,929,013	2053	The point of drinking is to get drunk	3,440,566	2091	It's important to be attractive to the opposite sex	4,719,785
2016	Investing in the stock market is too risky for me	5,561,252	2054	I'm usually quick to try new nutritional products	3,295,334	2092	I want to get to the very top in my career	4,593,415
2017	I like other people to think I am a financial success	3,622,998	2055	The kitchen is the most important room in my home	5,263,059	2093	I consider myself to be interested in the arts	4,440,254
2018	I'm careful with my money	6,445,929	2056	I like the trend towards healthier fast food	5,219,825	2094	I would like to set up my own business	4,508,347
2019	I am no good at saving money	3,339,693	2057	I shop for organic or natural foods	3,616,756	2095	I am interested in international events	4,589,038
2020	I tend to spend money without thinking	2,959,517	2058	Perfectly happy with standard of living	6,777,241	2096	I think a woman's place is in the home	5,278,782
2021	I don't like the idea of being in debt	5,302,021	2059	Believe that in a job security is more important than money	4,950,887	2097	It is important that my family thinks I am doing well	4,666,352
2022	I am very good at managing money	5,758,182	2060	Believe that nearly always worth paying extra for quality goods	5,686,355	2098	I don't want responsibility / I would rather be told what to do	2,817,878
2023	I think that financial security for retirement is an individual responsibility	6,279,377	2061	I enjoy taking risks	3,348,513	2099	I look at the work I do as a career and not just a job	4,693,879
2024	I prefer to leave financial arrangements to someone else	5,319,585	2062	Money is the best measure of success	3,986,501	2100	I am a perfectionist	4,495,597
2025	I am concerned about credit card identity theft	5,121,337	2063	I prefer to spend a quiet evening at home over going out	5,681,183	2101	My faith is really important to me	5,766,297
2026	I prefer to let professionals do my taxes	5,057,835	2064	How I spend my time is more important than how much money I make	5,738,881	2102	I am interested in other cultures	4,254,884
2027	Like to try out new food products	4,214,766	2065	It is more important to do your duty than to live for your own enjoyment	5,445,720	2103	I enjoy owning good quality things	5,087,564
2028	I enjoy eating foreign foods	4,230,248	2066	I'm willing to sacrifice time with my family in order to get ahead	3,792,405	2104	I like to stand out in a crowd	3,669,896
2029	I really enjoy cooking	4,895,939	2067	I feel very alone in the world	2,879,780	2105	I think children should be allowed to express themselves	4,357,989
2030	I'm always the first to try a new health food or nutritional product	3,086,777	2068	I worry a lot about myself	3,244,433	2106	I am good at fixing things	5,149,997
2031	I'll pay just about anything when it concerns my health	4,300,223	2069	There's little I can do to change my life	3,796,480	2107	I prefer to have as few possessions as possible	4,255,174
2032	I like to know as much as possible about ingredients before I buy a food product	5,253,887	2070	If I won the lottery I'd never work again	5,886,922	2108	I want to provide my kids with things I didn't have	4,925,374
2033	My friends always ask for my advice about health and nutrition	3,425,943	2071	Pornographic movie houses and shops should be shut down	7,340,959	2109	I indulge my kids with the little extras	4,751,523
2034	I will spend whatever I have to, to make myself look younger	2,480,428	2072	I hate doing housework	3,394,386	2110	I make a conscious effort to recycle	7,316,040
2035	I agree with the increasing bans on cigarette smoking	6,469,164	2073	I am good at fixing mechanical things	5,705,344	2111	My home is an important part of who I am	5,781,925
2036	I work at eating a well-balanced diet	5,525,281	2074	I do some sport/exercise at least once a week	5,788,463	2112	I think packaging for products should be recycled	6,229,817
2037	I don't often have the time to prepare and eat healthy meals	4,308,401	2075	I am a workaholic	4,439,250	2113	I think marijuana should be legalized	3,265,325
2038	I'll try any new diet	2,654,059	2076	I like spending most of my time at home with my family	6,278,773	2114	I never buy cosmetics tested on animals	4,547,436
2039	I know I should exercise more than I do	5,131,433	2077	It's important for me to attend religious services	6,281,210	2115	I am an optimist	5,393,527
2040	I try to eat healthier food these days	5,311,152	2078	I'd rather have a boring job than no job at all	4,356,859	2116	I can't bear untidiness	4,747,545
2041	I make sure I exercise regularly	5,072,759	2079	I only give flowers when I can't think of any other present	4,265,524	2117	I enjoy entertaining people in my home	5,416,959
2042	I consider my diet to be very healthy	4,505,684	2080	I consider myself to be a conservative, evangelical Christian	7,020,960	2118	I speak my mind even if it upsets people	4,643,720
2043	I think fast food is all junk	4,375,379	2081	I consider myself more pro-life than pro-choice	6,196,020	2119	I try to be nice to people as much as I can	6,064,334
2044	I think of the calories in what I eat	3,748,569	2082	There is too much sponsorship of "the arts" and sporting events these days	4,886,232	2120	I find that I am easily swayed by others	2,399,374
						2121	I do things on the spur of the moment	3,980,296

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ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS	ORD #	DESCRIPTION	COUNTS
2122	I like to just enjoy life	6,090,933	2161	If I could not have cable I wouldn't watch TV	3,679,657	2199	Comfort is the most important factor in clothes that I buy	5,529,901
2123	I try not to worry about the future	5,668,332	2162	I rely on TV to keep me informed	5,105,990	2200	Everything I wear is of the highest quality	3,433,008
2124	I think friends are more important than my family	1,573,089	2163	Most magazines are worth the money	3,561,186	2201	I like to make a unique fashion statement	3,424,392
2125	It is important to stay young looking	3,907,353	2164	Television is my main source of entertainment	5,254,791	2202	I am first among my friends to try new styles	2,353,452
2126	I think people have a responsibility to use recycled products	6,231,319	2165	There are TV programs that I arrange my schedule around	4,826,747	2203	I rarely go shopping	5,635,947
2127	Home décor is of particular interest to me	5,064,380	2166	I listen to the radio when I need a quick news update	5,013,308	2204	Coupons draw me to stores I don't normally shop	3,666,287
2128	I think people have a duty to recycle	6,476,807	2167	Nearly all TV advertising annoys me	4,946,364	2205	I enjoy shopping even when I don't make a purchase	4,341,465
2129	Music is an important part of my life	4,751,207	2168	Radio is my main source of entertainment	3,614,701	2206	I shop at different stores for best price when buying expensive items	5,071,587
2130	People have to take me as they find me	4,859,933	2169	I rely on newspapers to keep me informed	5,837,378	2207	I prefer shopping at local stores instead of national chain stores	5,188,697
2131	I believe that real men don't cry	3,506,615	2170	I often read ads in magazines just out of curiosity	3,155,837	2208	I'm usually willing to shop at new stores	4,587,740
2132	I think it is important that a company act ethically	5,914,245	2171	I value the local paper because it covers local news	6,654,933	2209	I shop at my favorite stores because I know the kind of service I'll receive	5,346,078
2133	I believe you should seize opportunities in life	4,722,314	2172	I rely on magazines to keep me informed	2,669,299	2210	I go shopping frequently	5,231,213
2134	I think it is important to juggle various tasks	5,538,768	2173	Cable TV has too many channels, I never know which one to choose	3,741,466	2211	I shop at my favorite stores because of their convenient location	5,688,331
2135	I prefer to work as part of a team rather than alone	4,491,163	2174	I enjoy reading ads in magazines	3,240,168	2212	I use the internet to help plan shopping trips	3,591,185
2136	I think that it is important to feel respected by my peers	5,373,141	2175	I don't make purchasing decisions based on advertising	5,189,848	2213	I will travel up to an hour or more to shop at my favorite stores	4,528,013
2137	I think that it is important to continue learning new things	5,025,254	2176	I typically avoid watching television commercials	4,625,204	2214	I tend to buy things on the spur of the moment	3,385,425
2138	I don't judge people by the way they live their life	4,404,310	2177	Advertising helps me pick products for my kids	4,728,027	2215	I get what I need and leave when I shop	5,579,197
2139	I consider myself a spiritual person	5,944,159	2178	I cannot resist buying magazines	1,831,325	2216	I don't feel that price is the most important factor in shopping	5,858,098
2140	I like to understand about nature	5,008,149	2179	I am a television addict	4,104,370	2217	I hold out on buying things until they are on sale	4,964,112
2141	I believe that if at first you don't succeed you should keep trying	5,256,947	2180	I listen to the radio every day	5,625,623	2218	I buy goods produced by my own country when I can	6,151,016
2142	I consider myself to be a creative person	4,520,099	2181	I am a regular movie theater goer	3,779,001	2219	I would pay more for environmental friendly products	4,060,726
2143	It is important to me to be well informed	4,963,285	2182	I read a newspaper most days	7,859,207	2220	I enjoy shopping with my children	4,345,174
2144	I like to have a circle of close friends	4,564,878	2183	I take medications at the first sign of pain	3,690,366	2221	I always look out for special offers	5,249,580
2145	I like to have control over people and resources	3,439,160	2184	I think it is important to go to the doctor when I am ill	5,869,822	2222	I prefer to travel in the U.S. instead of foreign countries	6,468,056
2146	I am willing to volunteer my time for a good cause	5,018,433	2185	I frequently take preventative medication	5,292,524	2223	I only want to relax when I'm on vacation	4,551,821
2147	I believe we should strive for equality for all	4,879,045	2186	I prefer alternative medicine to standard medical practice	2,683,131	2224	I like to vacation somewhere different every time I go	4,970,974
2148	I think it is important to have a lasting relationship	6,071,208	2187	I don't see doctors or nurses unless I'm very ill	4,897,558	2225	I love the idea of traveling abroad	4,666,397
2149	I worry about violence and crime	4,844,267	2188	I research treatment on my own and then ask doctors	3,260,104	2226	I'm willing to make travel plans with an unknown company	3,078,835
2150	I have a keen sense of adventure	4,640,416	2189	I always do what my doctor tells me to do	6,195,183	2227	I like vacations where the activities are organized for me	4,026,959
2151	I like to pursue challenge, novelty, and change	4,167,149	2190	I think it is worth paying more for brand name prescription medications	3,691,397	2228	My vacation experiences differentiate me from my friends	2,887,107
2152	I think it is important to respect customs and beliefs	5,024,425	2191	I am willing to pay extra for non-covered medications	4,785,748	<b>Business Purchases</b>		
2153	I find it difficult to say no to my kids	4,649,517	2192	I am willing to ask my doctor for advertised medications	4,701,720	2229	Business purchase involvement - (\$5,000 or more) in the last year	5,283,734
2154	I have a practical outlook on life	6,196,612	2193	I believe that vitamins and nutrients make a difference	5,097,726	2230	Business purchase involvement - (\$100,000 or more) in the last year	5,481,549
2155	I worry about pollution caused by cars	5,151,132	2194	I take vitamins or minerals for long term benefit	5,698,097	2231	Business purchase involvement - advertising media, marketing, or promotions	4,480,829
2156	I find TV advertising interesting and it often gives me something to talk about	4,258,947	2195	I really enjoy shopping for clothes	3,692,085	2232	Business purchase involvement - banking services	3,886,554
2157	Magazines are my main source of entertainment	2,609,526	2196	I stick with styles that have stood the test of time	7,119,876			
2158	I rely on radio to keep me informed	4,293,121						
2159	I find some TV advertising OK but I think quite a lot of it is devious	5,632,674						
2160	I trust the information I read in newspapers	3,984,510						

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2233	Business purchase involvement - building sites	3,084,147	2263	Watch Without a Trace (General Drama)	4,652,804			
2234	Business purchase involvement - building or construction materials	4,670,039	2264	Watch 60 Minutes (News / Documentary)	6,897,887			
2235	Business purchase involvement - building and grounds maintenance	2,930,947	2265	Watch Dateline (News / Documentary)	3,691,504			
2236	Business purchase involvement - computer services	5,004,468	2266	Watch American Idol (Reality)	5,221,259			
2237	Business purchase involvement - computer software	4,839,032	2267	Watch America's Most Wanted (Reality)	3,198,379			
2238	Business purchase involvement - other computer equipment	4,047,370	2268	Watch Cops (Reality)	3,983,881			
2239	Business purchase involvement - consulting services	4,262,463	2269	Watch Extreme Makeover: Home Edition (Reality)	3,690,639			
2240	Business purchase involvement - fax and copier machines	4,480,874	2270	Watch Survivor (Reality)	5,527,311			
2241	Business purchase involvement - freight, shipping, or distribution services	3,267,776	2271	Watch The Amazing Race (Reality)	4,199,906			
2242	Business purchase involvement - investment company, employee fund, or pension plan	3,397,381	2272	Watch The Biggest Loser (Reality)	1,273,903			
2243	Business purchase involvement - laptop or desktop computers (workstations)	4,727,201	2273	Watch According to Jim (Situation Comedy)	3,692,776			
2244	Business purchase involvement - materials or ingredients for manufacturing	3,846,712	2274	Watch My Name is Earl (Situation Comedy)	1,668,029			
2245	Business purchase involvement - medical group insurance	5,065,479	2275	Watch Scrubs (Situation Comedy)	2,772,357			
2246	Business purchase involvement - meeting or convention site selection	3,163,608	2276	Watch The Office (Situation Comedy)	3,816,519			
2247	Business purchase involvement - office furniture	3,915,586	2277	Watch The War at Home (Situation Comedy)	322,949			
2248	Business purchase involvement - other office equipment	3,859,875	2278	Watch Two and a Half Men (Situation Comedy)	4,612,774			
2249	Business purchase involvement - products for retail or commercial sales	2,667,109	2279	Watch The Tonight Show with Jay Leno (Late Night Fringe : Monday - Friday)	5,385,249			
2250	Business purchase involvement - telephone systems or telecommunications	4,037,114	2280	Watch The Late Show with David Letterman (Late Night Fringe: Monday - Friday)	4,088,162			
2251	Business purchase involvement - travel arrangements	4,541,529						
2252	Business purchase involvement - trucks or other vehicles (2 or more)	4,197,939						
2253	Business purchase involvement - other services	3,124,329						
2254	Business purchase involvement - other purchases	3,980,392						
	<b>TV Program Preferences</b>							
2255	Watch The Simpsons (Evening Animation)	3,167,482						
2256	Watch 24 (General Drama)	4,318,708						
2257	Watch Boston Legal (General Drama)	4,773,641						
2258	Watch CSI: Crime Scene Investigation (General Drama)	4,959,153						
2259	Watch Desperate Housewives (General Drama)	4,386,402						
2260	Watch E. R. (General Drama)	3,261,812						
2261	Watch Ghost Whisperer (General Drama)	2,471,650						
2262	Watch Grey's Anatomy (General Drama)	3,635,756						

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