



## SimplyMap Variable List

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# SimplyMap Data Packages

## Standard Package\*

Source: Easy Analytic Software, Inc. (EASI)

## Historical Package\*

Source: Applied Geographic Solutions, Simi Valley, CA

## EASI/MRI Package\*

Source: EASI Analytic Software, Inc. (EASI) and Mediamark Research

## EASI Life Stage Clusters\*

Source: Easy Analytic Software, Inc. (EASI)

\*Includes all geographies: Census Block-Groups, Census Tracts, ZIP Codes, Cities, Counties, States, and the entire United States.



## **STANDARD PACKAGE**

*(Package includes 2000 Data, 2007 Estimates, and 2012 Projections)*

- Demographic Variables – Age, Family, Non-Family, Income, Population, Employment, Occupation, Education, Housing, and Households
- General Employment (by place of work)
- General Establishment (by place of work)
- Detailed Employment (by place of work)
- Detailed Establishment (by place of work)
- EASI Profile Variables
- Detailed Consumer Expenditure Variables
- EASI Quality of Life Variables
- Retail Sales, Store Groups and Food Service Variables
- EASI Sales and Other Potential Variables
- Consumer Price Index Variables

## **Demographic Variables**

- 1 Population Density
- 2 Population (4/1/1990)
- 3 Population (4/1/2000)
- 4 Population (1/1/2007)
- 5 Population (1/1/2012)
- 6 Population Growth (2007/2000)
- 7 Population Forecast (2012/2007)
- 8 Household Growth (2007/2000)
- 9 Household Forecast (2012/2007)
- 10 Households (4/1/1990)
- 11 Households (4/1/2000)

12 Households (1/1/2007)  
 13 Households (1/1/2012)  
 14 Household, Average Size  
 15 Family Population  
 16 Non-Family Population  
 17 Families  
 18 Families, Married  
 19 Other Families  
 20 Other Families, Male Householder, No Wife Present  
 21 Other Families, Female Householder, No Husband Present  
 22 Families, Married with Children Under 18  
 23 Families, Married with No Children Under 18  
 24 Other Families, Male Householder, No Wife Present with Children Under 18  
 25 Other Families, Male Householder, No Wife Present with No Children Under 18  
 26 Other Families, Female Householder, No Husband Present with Children Under 18  
 27 Other Families, Female Householder, No Husband Present with No Children Under 18  
 28 Non-Family Households  
 29 Non-Family Households, Male Householder  
 30 Non-Family Households, Female Householder  
 31 Population, Urban  
 32 Population, Rural  
 33 Population, Male  
 34 Population, Female  
 35 White Population, Alone  
 36 Black Population, Alone  
 37 Asian Population, Alone  
 38 Other Population  
 39 Hispanic Population  
 40 White Non-Hispanic Population  
 41 White Households  
 42 Black Households  
 43 Asian Households  
 44 Other Households  
 45 Hispanic Households  
 46 White Non-Hispanic Households  
 47 Population, Median Age  
 48 Population Aged 0 to 5 Years  
 49 Population Aged 6 to 11 Years  
 50 Population Aged 12 to 17 Years  
 51 Population Aged 18 to 24 Years  
 52 Population Aged 25 to 34 Years  
 53 Population Aged 35 to 44 Years  
 54 Population Aged 45 to 54 Years  
 55 Population Aged 55 to 64 Years  
 56 Population Aged 65 to 74 Years  
 57 Population Aged 75 to 84 Years  
 58 Population Aged 85 Years and Older  
 59 Population, Males Never Married (Pop 15+)  
 60 Population, Males Married (Pop 15+)  
 61 Population, Males Widowed (Pop 15+)  
 62 Population, Males Divorced (Pop 15+)  
 63 Population, Females Never Married (Pop 15+)  
 64 Population, Females Married (Pop 15+)  
 65 Population, Females Widowed (Pop 15+)

66	Population, Females Divorced (Pop 15+)
67	Population, Speaks English (Pop 5+)
68	Population, Speaks Spanish (Pop 5+)
69	Population, Speaks Other Indo-European Languages (Pop 5+)
70	Population, Speaks Asian or Pacific Island Language (Pop 5+)
71	Population, Speaks Other Language (Pop 5+)
72	Population, Citizenship - Native
73	Population, Citizenship – Foreign Born - Naturalized
74	Population, Citizenship – Foreign Born - Not a Citizen
75	Population, Total Group Quarters
76	Population, Institutional Group Quarters
77	Population, Non-Institutional Group Quarters
78	Employment, Car, Truck, Van to Work (Empl 16+)
79	Employment, Public Transportation to Work (Empl 16+)
80	Employment, Other Transportation to Work (Empl 16+)
81	Employment, Work at Home (Empl 16+)
82	Employment, Travel Time Less than 15 Min (Empl 16+)
83	Employment, Travel Time 15-29 Min (Empl 16+)
84	Employment, Travel Time 30-59 Min (Empl 16+)
85	Employment, Travel Time 60+ Min (Empl 16+)
86	Householder, Median Age
87	Householder, Aged Under 25 Years
88	Householder, Aged 25 to 34 Years
89	Householder, Aged 35 to 44 Years
90	Householder, Aged 45 to 54 Years
91	Householder, Aged 55 to 64 Years
92	Householder, Aged 65 to 74 Years
93	Householder, Aged 75 Years and Over
94	Households, Median Size
95	Households, 1 Person
96	Households, 2 Person
97	Households, 3 Person
98	Households, 4 Person
99	Households, 5 Person
100	Households, 6 Person
101	Households, 7 or More Person
102	Housing, Units
103	Housing, Occupied Units
104	Housing, Vacant Units
105	Housing, Vacant Units For Rent
106	Housing, Vacant Units For Sale
107	Housing, Vacant Units Seasonal
108	Housing, Vacant Units Vacant Other
109	Housing, Owner Occupied
110	Housing, Renter Occupied
111	Housing, Occupied Structure with 1 Unit Detached
112	Housing, Occupied Structure with 1 Unit Attached
113	Housing, Occupied Structure with 2 Units
114	Housing, Occupied Structure with 3-4 Units
115	Housing, Occupied Structure with 5-9 Units
116	Housing, Occupied Structure with 10-19 Units
117	Housing, Occupied Structure with 20-49 Units
118	Housing, Occupied Structure with 50+ Units
119	Housing, Occupied Structure Trailer

120 Housing, Occupied Structure Other  
121 Housing, Median Rent (\$)  
122 Housing, Rent less than \$250  
123 Housing, Rent \$250-\$499  
124 Housing, Rent \$500-\$749  
125 Housing, Rent \$750-\$999  
126 Housing, Rent \$1,000-\$1,249  
127 Housing, Rent \$1,250-\$1,499  
128 Housing, Rent \$1,500-\$1,999  
129 Housing, Rent \$2,000+  
130 Housing, No Cash Rent  
131 Housing, Owner Households, With Mortgage Any  
132 Housing, Owner Households, With No Mortgage  
133 Housing, Median Value Owner Households (\$)  
134 Housing, Owner Households Valued Less than \$20,000  
135 Housing, Owner Households Valued \$20,000-\$39,999  
136 Housing, Owner Households Valued \$40,000-\$59,999  
137 Housing, Owner Households Valued \$60,000-\$79,999  
138 Housing, Owner Households Valued \$80,000-\$99,999  
139 Housing, Owner Households Valued \$100,000-\$124,999  
140 Housing, Owner Households Valued \$125,000-\$149,999  
141 Housing, Owner Households Valued \$150,000-\$174,999  
142 Housing, Owner Households Valued \$175,000-\$199,999  
143 Housing, Owner Households Valued \$200,000-\$249,999  
144 Housing, Owner Households Valued \$250,000-\$299,999  
145 Housing, Owner Households Valued \$300,000-\$399,999  
146 Housing, Owner Households Valued \$400,000-\$499,999  
147 Housing, Owner Households Valued \$500,000-\$749,999  
148 Housing, Owner Households Valued \$750,000-\$999,999  
149 Housing, Owner Households Valued More than \$1,000,000  
150 Households, Median Vehicles  
151 Households with No Vehicles  
152 Households with 1 Vehicle  
153 Households with 2 Vehicles  
154 Households with 3 Vehicles  
155 Households with 4+ Vehicles  
156 Housing, Median Year Built  
157 Housing, Built 1999 or Later  
158 Housing, Built 1995 to 1998  
159 Housing, Built 1990 to 1994  
160 Housing, Built 1980 to 1989  
161 Housing, Built 1970 to 1979  
162 Housing, Built 1960 to 1969  
163 Housing, Built 1950 to 1959  
164 Housing, Built 1940 to 1949  
165 Housing, Built 1939 or Earlier  
166 Housing, Median Year Moved In  
167 Housing, Year Moved in 1999 or Later  
168 Housing, Year Moved in 1995 to 1998  
169 Housing, Year Moved in 1990 to 1994  
170 Housing, Year Moved in 1980 to 1989  
171 Housing, Year Moved in 1970 to 1979  
172 Housing, Year Moved in 1969 or Earlier  
173 Household Income, Total (\$000)

174 Household Income, Median (\$)  
 175 Household Income, Average (\$)  
 176 Household Income, Per Capita (\$)  
 177 Household Income, High Income Average (\$)  
 178 Households with Income Less than \$15,000  
 179 Households with Income \$15,000 to \$24,999  
 180 Households with Income \$25,000 to \$34,999  
 181 Households with Income \$35,000 to \$49,999  
 182 Households with Income \$50,000 to \$74,999  
 183 Households with Income \$75,000 to \$99,999  
 184 Households with Income \$100,000 to \$124,999  
 185 Households with Income \$125,000 to \$149,999  
 186 Households with Income \$150,000 to \$199,999  
 187 Households with Income \$200,000 and Over  
 188 Education, Enrolled Public Preprimary (Pop 3+)  
 189 Education, Enrolled Private Preprimary (Pop 3+)  
 190 Education, Enrolled Public School (Pop 3+)  
 191 Education, Enrolled Private School (Pop 3+)  
 192 Education, Enrolled Public College (Pop 3+)  
 193 Education, Enrolled Private College (Pop 3+)  
 194 Education, Not Enrolled in School (Pop 3+)  
 195 Education Attainment, < High School (Pop 25+)  
 196 Education Attainment, High School (Pop 25+)  
 197 Education Attainment, Some College (Pop 25+)  
 198 Education Attainment, Associate Degree (Pop 25+)  
 199 Education Attainment, College (Pop 25+)  
 200 Education Attainment, Graduate Degree (Pop 25+)  
 201 Employment Potential (Pop 16+)  
 202 Employment, Civilian Males (Pop 16+)  
 203 Employment, Civilian Females (Pop 16+)  
 204 Employment, Armed Forces Male (Pop 16+)  
 205 Employment, Armed Forces Female (Pop 16+)  
 206 Employment, Unemployed Males (Pop 16+)  
 207 Employment, Unemployed Female (Pop 16+)  
 208 Employment, Not in the Labor Force Male (Pop 16+)  
 209 Employment, Not in the Labor Force Female (Pop 16+)  
 210 Employment, Civilian Total (Pop 16+)  
 211 Employment, Agriculture, Forestry, Fishing and Hunting, and Mining (Pop 16+)  
 212 Employment, Construction (Pop 16+)  
 213 Employment, Manufacturing (Pop 16+)  
 214 Employment, Wholesale Trade (Pop 16+)  
 215 Employment, Retail Trade (Pop 16+)  
 216 Employment, Transportation and Warehousing, and Utilities (Pop 16+)  
 217 Employment, Information (Pop 16+)  
 218 Employment, Finance, Insurance, Real Estate and Rental and Leasing (Pop 16+)  
 219 Employment, Professional, Scientific, Management, Administrative, etc. (Pop 16+)  
 220 Employment, Educational, Health and Social Services (Pop 16+)  
 221 Employment, Arts, Entertainment, Accommodation and Food Services, etc. (Pop 16+)  
 222 Employment, Other Services (Pop 16+)  
 223 Employment, Public Administration (Pop 16+)  
 224 Occupation, Management, Business, and Financial Operations (Pop 16+)  
 225 Occupation, Professional and Related (Pop 16+)  
 226 Occupation, Sales and Office (Pop 16+)  
 227 Occupation, Service (Pop 16+)

228 Occupation, Farming, Fishing, and Forestry (Pop 16+)  
 229 Occupation, Construction, Extraction, and Maintenance (Pop16+)  
 230 Occupation, Production, Transportation, and Material Moving (Pop 16+)  
 231 Employment, White Collar (Pop 16+)  
 232 Employment, Blue Collar (Pop 16+)  
 233 Employment, Private for-Profit Wage and Salary Worker (Pop 16+)  
 234 Employment, Private Not-for-Profit Wage and SalaryWorkers (Pop 16+)  
 235 Employment, Local Government Workers (Pop 16+)  
 236 Employment, State Government Workers (Pop 16+)  
 237 Employment, Federal Government Workers (Pop 16+)  
 238 Employment, Self-Employed Workers in Own NotIncorporated Business (Pop 16+)  
 239 Employment, Unpaid Family Workers (Pop 16+)  
 240 Population, Male Median Age  
 241 Population, Female Median Age  
 242 Population, Males Aged 0 to 5 Years  
 243 Population, Males Aged 6 to 11 Years  
 244 Population, Males Aged 12 to17 Years  
 245 Population, Males Aged 18 to 24 Years  
 246 Population, Males Aged 25 to 34 Years  
 247 Population, Males Aged 35 to 44 Years  
 248 Population, Males Aged 45 to 54 Years  
 249 Population, Males Aged 55 to 64 Years  
 250 Population Males, Aged 65 to 74 Years  
 251 Population, Males Aged 75 to 84 Years  
 252 Population, Males Aged 85 Years and Older  
 253 Population, Females Aged 0 to 5 Years  
 254 Population, Females Aged 6 to 11 Years  
 255 Population, Females Aged 12 to17 Years  
 256 Population, Females Aged 18 to 24 Years  
 257 Population, Females Aged 25 to 34 Years  
 258 Population, Females Aged 35 to 44 Years  
 259 Population, Females Aged 45 to 54 Years  
 260 Population, Females Aged 55 to 64 Years  
 261 Population, Females Aged 65 to 74 Years  
 262 Population, Females Aged 75 to 84 Years  
 263 Population, Females Aged 85 Years and Older  
 264 Household Head Aged < 25 and Income < \$15K  
 265 Household Head Aged <25 and Income \$15K-25K  
 266 Household Head Aged <25 and Income \$25K-35K  
 267 Household Head Aged <25 and Income \$35K-50K  
 268 Household Head Aged <25 and Income \$50K-75K  
 269 Household Head Aged <25 and Income \$75K-100K  
 270 Household Head Aged <25 and Income \$100K-125K  
 271 Household Head Aged <25 and Income \$125K-150K  
 272 Household Head Aged <25 and Income \$150K-200K  
 273 Household Head Aged <25 and Income \$200K+  
 274 Household Head Aged 25-34 and Income < \$15K  
 275 Household Head Aged 25-34 and Income \$15K-25K  
 276 Household Head Aged 25-34 and Income \$25K-35K  
 277 Household Head Aged 25-34 and Income \$35K-50K  
 278 Household Head Aged 25-34 and Income \$50K-75K  
 279 Household Head Aged 25-34 and Income \$75K-100K  
 280 Household Head Aged 25-34 and Income \$100K-125K  
 281 Household Head Aged 25-34 and Income \$125K-150K

282 Household Head Aged 25-34 and Income \$150K-200K  
 283 Household Head Aged 25-34 and Income \$200K+  
 284 Household Head Aged 35-44 and Income < \$15K  
 285 Household Head Aged 35-44 and Income \$15K-25K  
 286 Household Head Aged 35-44 and Income \$25K-35K  
 287 Household Head Aged 35-44 and Income \$35K-50K  
 288 Household Head Aged 35-44 and Income \$50K-75K  
 289 Household Head Aged 35-44 and Income \$75K-100K  
 290 Household Head Aged 35-44 and Income \$100K-125K  
 291 Household Head Aged 35-44 and Income \$125K-150K  
 292 Household Head Aged 35-44 and Income \$150K-200K  
 293 Household Head Aged 35-44 and Income \$200K+  
 294 Household Head Aged 45-54 and Income < \$15K  
 295 Household Head Aged 45-54 and Income \$15K-25K  
 296 Household Head Aged 45-54 and Income \$25K-35K  
 297 Household Head Aged 45-54 and Income \$35K-50K  
 298 Household Head Aged 45-54 and Income \$50K-75K  
 299 Household Head Aged 45-54 and Income \$75K-100K  
 300 Household Head Aged 45-54 and Income \$100K-125K  
 301 Household Head Aged 45-54 and Income \$125K-150K  
 302 Household Head Aged 45-54 and Income \$150K-200K  
 303 Household Head Aged 45-54 and Income \$200K+  
 304 Household Head Aged 55-64 and Income < \$15K  
 305 Household Head Aged 55-64 and Income \$15K-25K  
 306 Household Head Aged 55-64 and Income \$25K-35K  
 307 Household Head Aged 55-64 and Income \$35K-50K  
 308 Household Head Aged 55-64 and Income \$50K-75K  
 309 Household Head Aged 55-64 and Income \$75K-100K  
 310 Household Head Aged 55-64 and Income \$100K-125K  
 311 Household Head Aged 55-64 and Income \$125K-150K  
 312 Household Head Aged 55-64 and Income \$150K-200K  
 313 Household Head Aged 55-64 and Income \$200K+  
 314 Household Head Aged 65-74 and Income < \$15K  
 315 Household Head Aged 65-74 and Income \$15K-25K  
 316 Household Head Aged 65-74 and Income \$25K-35K  
 317 Household Head Aged 65-74 and Income \$35K-50K  
 318 Household Head Aged 65-74 and Income \$50K-75K  
 319 Household Head Aged 65-74 and Income \$75K-100K  
 320 Household Head Aged 65-74 and Income \$100K-125K  
 321 Household Head Aged 65-74 and Income \$125K-150K  
 322 Household Head Aged 65-74 and Income \$150K-200K  
 323 Household Head Aged 65-74 and Income \$200K+  
 324 Household Head Aged 75+ and Income \$0-15K  
 325 Household Head Aged 75+ and Income \$15K-25K  
 326 Household Head Aged 75+ and Income \$25K-35K  
 327 Household Head Aged 75+ and Income \$35K-50K  
 328 Household Head Aged 75+ and Income \$50K-75K  
 329 Household Head Aged 75+ and Income \$75K-100K  
 330 Household Head Aged 75+ and Income \$100K-125K  
 331 Household Head Aged 75+ and Income \$125K-150K  
 332 Household Head Aged 75+ and Income \$150K-200K  
 333 Household Head Aged 75+ and Income \$200K+  
 334 Population, White Male Median Age  
 335 White Population, Female Median Age

336 Black Population, Male Median Age  
 337 Black Population, Female Median Age  
 338 Asian Population, Male Median Age  
 339 Asian Population, Female Median Age  
 340 Other Population, Male Median Age  
 341 Other Population, Female Median Age  
 342 Hispanic Population, Male Median Age  
 343 Hispanic Population, Female Median Age  
 344 White Non-Hispanic Population, Male Median Age  
 345 White Non-Hispanic Population, Female Median Age  
 346 Family Income, Total (\$000)  
 347 Family Income, Median (\$)  
 348 Family Income, Average (\$)  
 349 Family Income, Per Capita (\$)  
 350 Family Income, High Income Average (\$)  
 351 Families with Income Less than \$15,000  
 352 Families with Income \$15,000 to \$24,999  
 353 Families with Income \$25,000 to \$34,999  
 354 Families with Income \$35,000 to \$49,999  
 355 Families with Income \$50,000 to \$74,999  
 356 Families with Income \$75,000 to \$99,999  
 357 Families with Income \$100,000 to \$124,999  
 358 Families with Income \$125,000 to \$149,999  
 359 Families with Income \$150,000 to \$199,999  
 360 Families with Income \$200,000 and Over  
 361 Non-Family Income, Total (\$000)  
 362 Non-Family Income, Median (\$)  
 363 Non-Family Income, Average (\$)  
 364 Non-Family Income, Per Capita (\$)  
 365 Non-Family Income, High Income Average (\$)  
 366 Non-Families with Income Less than \$15,000  
 367 Non-Families with Income \$15,000 to \$24,999  
 368 Non-Families with Income \$25,000 to \$34,999  
 369 Non-Families with Income \$35,000 to \$49,999  
 370 Non-Families with Income \$50,000 to \$74,999  
 371 Non-Families with Income \$75,000 to \$99,999  
 372 Non-Families with Income \$100,000 to \$124,999  
 373 Non-Families with Income \$125,000 to \$149,999  
 374 Non-Families with Income \$150,000 to \$199,999  
 375 Non-Families with Income \$200,000 and Over  
 376 Families, 1 Person  
 377 Families, 2 Person  
 378 Families, 3 Person  
 379 Families, 4 Person  
 380 Families, 5 Person  
 381 Families, 6 Person  
 382 Families, 7 or More Person  
 383 Family, Median Size  
 384 Non-Families, 1 Person  
 385 Non-Families, 2 Person  
 386 Non-Families, 3 Person  
 387 Non-Families, 4 Person  
 388 Non-Families, 5 Person  
 389 Non-Families, 6 Person

390	Non-Families, 7 or More Person
391	Non-Families, Median Size
392	Families, Aged Under 25 Years
393	Families, Aged 25 to 34 Years
394	Families, Aged 35 to 44 Years
395	Families, Aged 45 to 54 Years
396	Families, Aged 55 to 64 Years
397	Families, Aged 65 to 74 Years
398	Families, Aged 75 Years and Over
399	Families, Median Age
400	Non-Families, Aged Under 25 Years
401	Non-Families, Aged 25 to 34 Years
402	Non-Families, Aged 35 to 44 Years
403	Non-Families, Aged 45 to 54 Years
404	Non-Families, Aged 55 to 64 Years
405	Non-Families, Aged 65 to 74 Years
406	Non-Families, Aged 75 Years and Over
407	Non-Families, Median Age
408	White Median Age
409	Black Median Age
410	Asian Median Age
411	Other Median Age
412	Hispanic Median Age
413	White Non Hispanic Median Age

## **Detailed Race/Ethnicity by Age and Gender and Race/Ethnicity by Income Groups**

1	White Population, Males Aged 0 to 5 Years
2	White Population, Males Aged 6 to 11 Years
3	White Population, Males Aged 12 to 17 Years
4	White Population, Males Aged 18 to 24 Years
5	White Population, Males Aged 25 to 34 Years
6	White Population, Males Aged 35 to 44 Years
7	White Population, Males Aged 45 to 54 Years
8	White Population, Males Aged 55 to 64 Years
9	White Population, Males Aged 65 to 74 Years
10	White Population, Males Aged 75 to 84 Years
11	White Population, Males Aged 85 Years and Older
12	White Population, Females Aged 0 to 5 Years
13	White Population, Females Aged 6 to 11 Years
14	White Population, Females Aged 12 to 17 Years
15	White Population, Females Aged 18 to 24 Years
16	White Population, Females Aged 25 to 34 Years
17	White Population, Females Aged 35 to 44 Years
18	White Population, Females Aged 45 to 54 Years
19	White Population, Females Aged 55 to 64 Years
20	White Population, Females Aged 65 to 74 Years
21	White Population, Females Aged 75 to 84 Years
22	White Population, Females Aged 85 Years and Older
23	Black Population, Males Aged 0 to 5 Years
24	Black Population, Males Aged 6 to 11 Years

25 Black Population, Males Aged 12 to 17 Years  
26 Black Population, Males Aged 18 to 24 Years  
27 Black Population, Males Aged 25 to 34 Years  
28 Black Population, Males Aged 35 to 44 Years  
29 Black Population, Males Aged 45 to 54 Years  
30 Black Population, Males Aged 55 to 64 Years  
31 Black Population, Males Aged 65 to 74 Years  
32 Black Population, Males Aged 75 to 84 Years  
33 Black Population, Males Aged 85 Years and Older  
34 Black Population, Females Aged 0 to 5 Years  
35 Black Population, Females Aged 6 to 11 Years  
36 Black Population, Females Aged 12 to 17 Years  
37 Black Population, Females Aged 18 to 24 Years  
38 Black Population, Females Aged 25 to 34 Years  
39 Black Population, Females Aged 35 to 44 Years  
40 Black Population, Females Aged 45 to 54 Years  
41 Black Population, Females Aged 55 to 64 Years  
42 Black Population, Females Aged 65 to 74 Years  
43 Black Population, Females Aged 75 to 84 Years  
44 Black Population, Females Aged 85 Years and Older  
45 Asian Population, Males Aged 0 to 5 Years  
46 Asian Population, Males Aged 6 to 11 Years  
47 Asian Population, Males Aged 12 to 17 Years  
48 Asian Population, Males Aged 18 to 24 Years  
49 Asian Population, Males Aged 25 to 34 Years  
50 Asian Population, Males Aged 35 to 44 Years  
51 Asian Population, Males Aged 45 to 54 Years  
52 Asian Population, Males Aged 55 to 64 Years  
53 Asian Population, Males Aged 65 to 74 Years  
54 Asian Population, Males Aged 75 to 84 Years  
55 Asian Population, Males Aged 85 Years and Older  
56 Asian Population, Females Aged 0 to 5 Years  
57 Asian Population, Females Aged 6 to 11 Years  
58 Asian Population, Females Aged 12 to 17 Years  
59 Asian Population, Females Aged 18 to 24 Years  
60 Asian Population, Females Aged 25 to 34 Years  
61 Asian Population, Females Aged 35 to 44 Years  
62 Asian Population, Females Aged 45 to 54 Years  
63 Asian Population, Females Aged 55 to 64 Years  
64 Asian Population, Females Aged 65 to 74 Years  
65 Asian Population, Females Aged 75 to 84 Years  
66 Asian Population, Females Aged 85 Years and Older  
67 Other Population, Males Aged 0 to 5 Years  
68 Other Population, Males Aged 6 to 11 Years  
69 Other Population, Males Aged 12 to 17 Years  
70 Other Population, Males Aged 18 to 24 Years  
71 Other Population, Males Aged 25 to 34 Years  
72 Other Population, Males Aged 35 to 44 Years  
73 Other Population, Males Aged 45 to 54 Years  
74 Other Population, Males Aged 55 to 64 Years  
75 Other Population, Males Aged 65 to 74 Years  
76 Other Population, Males Aged 75 to 84 Years  
77 Other Population, Males Aged 85 Years and Older  
78 Other Population, Females Aged 0 to 5 Years

79 Other Population, Females Aged 6 to 11 Years  
80 Other Population, Females Aged 12 to 17 Years  
81 Other Population, Females Aged 18 to 24 Years  
82 Other Population, Females Aged 25 to 34 Years  
83 Other Population, Females Aged 35 to 44 Years  
84 Other Population, Females Aged 45 to 54 Years  
85 Other Population, Females Aged 55 to 64 Years  
86 Other Population, Females Aged 65 to 74 Years  
87 Other Population, Females Aged 75 to 84 Years  
88 Other Population, Females Aged 85 Years and Older  
89 Hispanic Population, Males Aged 0 to 5 Years  
90 Hispanic Population, Males Aged 6 to 11 Years  
91 Hispanic Population, Males Aged 12 to 17 Years  
92 Hispanic Population, Males Aged 18 to 24 Years  
93 Hispanic Population, Males Aged 25 to 34 Years  
94 Hispanic Population, Males Aged 35 to 44 Years  
95 Hispanic Population, Males Aged 45 to 54 Years  
96 Hispanic Population, Males Aged 55 to 64 Years  
97 Hispanic Population, Males Aged 65 to 74 Years  
98 Hispanic Population, Males Aged 75 to 84 Years  
99 Hispanic Population, Males Aged 85 Years and Older  
100 Hispanic Population, Females Aged 0 to 5 Years  
101 Hispanic Population, Females Aged 6 to 11 Years  
102 Hispanic Population, Females Aged 12 to 17 Years  
103 Hispanic Population, Females Aged 18 to 24 Years  
104 Hispanic Population, Females Aged 25 to 34 Years  
105 Hispanic Population, Females Aged 35 to 44 Years  
106 Hispanic Population, Females Aged 45 to 54 Years  
107 Hispanic Population, Females Aged 55 to 64 Years  
108 Hispanic Population, Females Aged 65 to 74 Years  
109 Hispanic Population, Females Aged 75 to 84 Years  
110 Hispanic Population, Females Aged 85 Years and Older  
111 White Non-Hispanic Population, Males Aged 0 to 5 Years  
112 White Non-Hispanic Population, Males Aged 6 to 11 Years  
113 White Non-Hispanic Population, Males Aged 12 to 17 Years  
114 White Non-Hispanic Population, Males Aged 18 to 24 Years  
115 White Non-Hispanic Population, Males Aged 25 to 34 Years  
116 White Non-Hispanic Population, Males Aged 35 to 44 Years  
117 White Non-Hispanic Population, Males Aged 45 to 54 Years  
118 White Non-Hispanic Population, Males Aged 55 to 64 Years  
119 White Non-Hispanic Population, Males Aged 65 to 74 Years  
120 White Non-Hispanic Population, Males Aged 75 to 84 Years  
121 White Non-Hispanic Population, Males Aged 85 Years and Older  
122 White Non-Hispanic Population, Females Aged 0 to 5 Years  
123 White Non-Hispanic Population, Females Aged 6 to 11 Years  
124 White Non-Hispanic Population, Females Aged 12 to 17 Years  
125 White Non-Hispanic Population, Females Aged 18 to 24 Years  
126 White Non-Hispanic Population, Females Aged 25 to 34 Years  
127 White Non-Hispanic Population, Females Aged 35 to 44 Years  
128 White Non-Hispanic Population, Females Aged 45 to 54 Years  
129 White Non-Hispanic Population, Females Aged 55 to 64 Years  
130 White Non-Hispanic Population, Females Aged 65 to 74 Years  
131 White Non-Hispanic Population, Females Aged 75 to 84 Years  
132 White Non-Hispanic Population, Females Aged 85 Years and Older

133 White Household Income, Total (\$000)  
134 White Household Income, Median (\$)  
135 White Household Income, Average (\$)  
136 White Household Income, Per Capita (\$)  
137 White Household Income, High Income Average (\$)  
138 White Households with Income Less than \$15,000  
139 White Households with Income \$15,000 to \$24,999  
140 White Households with Income \$25,000 to \$34,999  
141 White Households with Income \$35,000 to \$49,999  
142 White Households with Income \$50,000 to \$74,999  
143 White Households with Income \$75,000 to \$99,999  
144 White Households with Income \$100,000 to \$124,999  
145 White Households with Income \$125,000 to \$149,999  
146 White Households with Income \$150,000 to \$199,999  
147 White Households with Income \$200,000 and Over  
148 Black Household Income, Total (\$000)  
149 Black Household Income, Median (\$)  
150 Black Household Income, Average (\$)  
151 Black Household Income, Per Capita (\$)  
152 Black Household Income, High Income Average (\$)  
153 Black Households with Income Less than \$15,000  
154 Black Households with Income \$15,000 to \$24,999  
155 Black Households with Income \$25,000 to \$34,999  
156 Black Households with Income \$35,000 to \$49,999  
157 Black Households with Income \$50,000 to \$74,999  
158 Black Households with Income \$75,000 to \$99,999  
159 Black Households with Income \$100,000 to \$124,999  
160 Black Households with Income \$125,000 to \$149,999  
161 Black Households with Income \$150,000 to \$199,999  
162 Black Households with Income \$200,000 and Over  
163 Asian Household Income, Total (\$000)  
164 Asian Household Income, Median (\$)  
165 Asian Household Income, Average (\$)  
166 Asian Household Income, Per Capita (\$)  
167 Asian Household Income, High Income Average (\$)  
168 Asian Households with Income Less than \$15,000  
169 Asian Households with Income \$15,000 to \$24,999  
170 Asian Households with Income \$25,000 to \$34,999  
171 Asian Households with Income \$35,000 to \$49,999  
172 Asian Households with Income \$50,000 to \$74,999  
173 Asian Households with Income \$75,000 to \$99,999  
174 Asian Households with Income \$100,000 to \$124,999  
175 Asian Households with Income \$125,000 to \$149,999  
176 Asian Households with Income \$150,000 to \$199,999  
177 Asian Households with Income \$200,000 and Over  
178 Other Household Income, Total (\$000)  
179 Other Household Income, Median (\$)  
180 Other Household Income, Average (\$)  
181 Other Household Income, Per Capita (\$)  
182 Other Household Income, High Income Average (\$)  
183 Other Households with Income Less than \$15,000  
184 Other Households with Income \$15,000 to \$24,999  
185 Other Households with Income \$25,000 to \$34,999  
186 Other Households with Income \$35,000 to \$49,999

187	Other Households with Income \$50,000 to \$74,999
188	Other Households with Income \$75,000 to \$99,999
189	Other Households with Income \$100,000 to \$124,999
190	Other Households with Income \$125,000 to \$149,999
191	Other Households with Income \$150,000 to \$199,999
192	Other Households with Income \$200,000 and Over
193	Hispanic Household Income, Total (\$000)
194	Hispanic Household Income, Median (\$)
195	Hispanic Household Income, Average (\$)
196	Hispanic Household Income, Per Capita (\$)
197	Hispanic Household Income, High Income Average (\$)
198	Hispanic Households with Income Less than \$15,000
199	Hispanic Households with Income \$15,000 to \$24,999
200	Hispanic Households with Income \$25,000 to \$34,999
201	Hispanic Households with Income \$35,000 to \$49,999
202	Hispanic Households with Income \$50,000 to \$74,999
203	Hispanic Households with Income \$75,000 to \$99,999
204	Hispanic Households with Income \$100,000 to \$124,999
205	Hispanic Households with Income \$125,000 to \$149,999
206	Hispanic Households with Income \$150,000 to \$199,999
207	Hispanic Households with Income \$200,000 and Over
208	White Non-Hispanic Household Income, Total (\$000)
209	White Non-Hispanic Household Income, Median (\$)
210	White Non-Hispanic Household Income, Average (\$)
211	White Non-Hispanic Household Income, Per Capita (\$)
212	White Non-Hispanic Household Income, High Income Average (\$)
213	White Non-Hispanic Households with Income Less than \$15,000
214	White Non-Hispanic Households with Income \$15,000 to \$24,999
215	White Non-Hispanic Households with Income \$25,000 to \$34,999
216	White Non-Hispanic Households with Income \$35,000 to \$49,999
217	White Non-Hispanic Households with Income \$50,000 to \$74,999
218	White Non-Hispanic Households with Income \$75,000 to \$99,999
219	White Non-Hispanic Households with Income \$100,000 to \$124,999
220	White Non-Hispanic Households with Income \$125,000 to \$149,999
221	White Non-Hispanic Households with Income \$150,000 to \$199,999
222	White Non-Hispanic Households with Income \$200,000 and Over

## **Retail Sales, Store Groups, and Food Service Variables**

1	Total Retail Sales (including Food Services) (\$000)
2	Motor Vehicles Store Sales (\$000)
3	Home Furnishings Store Sales (\$000)
4	Electrical and Appliances Store Sales (\$000)
5	Building Materials and Garden Store Sales (\$000)
6	Food and Beverage Store Sales (\$000)
7	Health and Personal Care Store Sales (\$000)
8	Gasoline Stations Store Sales (\$000)
9	Clothing and Accessories Store Sales (\$000)
10	Sporting Goods Store Sales (\$000)
11	General Merchandise Store Sales (\$000)
12	Miscellaneous Store Sales (\$000)
13	Nonstore Purchases Sales(\$000)

## **EASI Sales and Other Potentials Variables**

- 1 Culture Index
- 2 Amusement Index
- 3 Restaurant Index
- 4 Medical Index
- 5 Religion Index
- 6 Education Index
- 7 Bargains Seeker Market
- 8 Higher Priced Product Market
- 9 Luxury Priced Product Market
- 10 Mortality Index

## **EASI Quality of Life Variables**

- 1 Murder Index (US Avg=100; A=High)
- 2 Forcible Rape Index (US Avg=100; A=High)
- 3 Forcible Robbery Index (US Avg=100; A=High)
- 4 Aggravated Assault Index (US Avg=100; A=High)
- 5 Burglary Index (US Avg=100; A=High)
- 6 Larceny Index (US Avg=100; A=High)
- 7 Motor Vehicle Theft Index (US Avg=100; A=High)
- 8 EASI Total Crime Index (US Avg=100; A=High)
- 9 Earthquake Movements (Land Movement Probability) Index
- 10 Annual Maximum Average Temperature (Degrees)
- 11 Annual Minimum Average Temperature (Degrees)
- 12 Annual Average Temperature (Degrees)
- 13 Annual Heating Degree Days (Tot Degrees < 65)
- 14 Annual Cooling Degree Days (Tot Degrees > 65)
- 15 Percent of Possible Sunshine
- 16 Mean Sky Cover (Sunrise to Sunset - Out of 10)
- 17 Mean Number of Days Clear (Out of 365 Days)
- 18 Mean Number of Days Rain (Out of 365 Days)
- 19 Mean Number of Days Snow (Of 365 Days)
- 20 Average Annual Precipitation (Total Inches)
- 21 Average Annual Snowfall (Total Inches)
- 22 EASI Weather Index (US Avg=100)
- 23 EASI Quality of Life Index (US Avg=100)

## **Consumer Price Index Variables**

- 1 All Items - CPI (1982-84)
- 2 Apparel CPI
- 3 Education and Communications CPI
- 4 Food and Beverages CPI
- 5 Other Goods and Services CPI
- 6 Housing CPI

- 7 Medical Care CPI
- 8 Recreation CPI
- 9 Transportation CPI

## **General Employment (by Place of Work)**

### **(North American Industry Classification System (NAICS))**

- 1 Employees, Total (by Place of Work)
- 2 FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (emp)
- 3 MINING (emp)
- 4 UTILITIES (emp)
- 5 CONSTRUCTION (emp)
- 6 MANUFACTURING (emp)
- 7 WHOLESALE TRADE (emp)
- 8 RETAIL TRADE (emp)
- 9 TRANSPORTATION & WAREHOUSING (emp)
- 10 INFORMATION (emp)
- 11 FINANCE & INSURANCE (emp)
- 12 REAL ESTATE & RENTAL & LEASING (emp)
- 13 PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (emp)
- 14 MANAGEMENT OF COMPANIES & ENTERPRISES (emp)
- 15 ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (emp)
- 16 EDUCATIONAL SERVICES (emp)
- 17 HEALTH CARE AND SOCIAL ASSISTANCE (emp)
- 18 ARTS, ENTERTAINMENT & RECREATION (emp)
- 19 ACCOMMODATION & FOOD SERVICES (emp)
- 20 OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (emp)
- 21 AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (emp)
- 22 UNCLASSIFIED ESTABLISHMENTS (emp)

## **General Establishments (by Place of Work)**

### **(North American Industry Classification System (NAICS))**

- 1 Establishments, Total (by Place of Work)
- 2 FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT (est)
- 3 MINING (est)
- 4 UTILITIES (est)
- 5 CONSTRUCTION (est)
- 6 MANUFACTURING (est)
- 7 WHOLESALE TRADE (est)
- 8 RETAIL TRADE (est)
- 9 TRANSPORTATION & WAREHOUSING (est)
- 10 INFORMATION (est)
- 11 FINANCE & INSURANCE (est)
- 12 REAL ESTATE & RENTAL & LEASING (est)
- 13 PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES (est)
- 14 MANAGEMENT OF COMPANIES & ENTERPRISES (est)
- 15 ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES (est)
- 16 EDUCATIONAL SERVICES (est)
- 17 HEALTH CARE AND SOCIAL ASSISTANCE (est)
- 18 ARTS, ENTERTAINMENT & RECREATION (est)

- 19 ACCOMMODATION & FOOD SERVICES (est)
- 20 OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) (est)
- 21 AUXILIARIES (EXC CORP, SUBSIDIARY & REGIONAL MGT) (est)
- 22 UNCLASSIFIED ESTABLISHMENTS (est)

## **Detailed Employment (by Place of Work)**

### **North American Industry Classification System (NAICS)**

- 1 Timber tract operations (emp)
- 2 Forest nurseries & gathering forest product (emp)
- 3 Logging (emp)
- 4 Fishing (emp)
- 5 Hunting & trapping (emp)
- 6 Crop production support activities (emp)
- 7 Animal production support activities (emp)
- 8 Forestry support activities (emp)
- 9 Oil & gas extraction (emp)
- 10 Coal mining (emp)
- 11 Metal ore mining (emp)
- 12 Nonmetallic mineral mining & quarrying (emp)
- 13 Mining support activities (emp)
- 14 Elec pwr generation, transmsn & distribution (emp)
- 15 Natural gas distribution (emp)
- 16 Water, sewage & other systems (emp)
- 17 Land subdivision & land development (emp)
- 18 Residential building construction (emp)
- 19 Nonresidential building construction (emp)
- 20 Highway, street, bridge & tunnel constructi (emp)
- 21 Other heavy construction (emp)
- 22 Plumbing, heating & AC contractor (emp)
- 23 Painting & wall covering contractors (emp)
- 24 Electrical contractors (emp)
- 25 Masonry, drywall, insulation, tile contract (emp)
- 26 Carpentry & floor contractors (emp)
- 27 Roofing, siding, & sheet metal contractors (emp)
- 28 Concrete contractors (emp)
- 29 Water well drilling contractors (emp)
- 30 Other special trade contractors (emp)
- 31 Animal food mfg (emp)
- 32 Grain & oilseed milling (emp)
- 33 Sugar & confectionery product mfg (emp)
- 34 Fruit & veg preserving & specialty food mfg (emp)
- 35 Dairy product mfg (emp)
- 36 Animal slaughtering & processing (emp)
- 37 Seafood product preparation & packaging (emp)
- 38 Bakeries & tortilla mfg (emp)
- 39 Other food mfg (emp)
- 40 Beverage mfg (emp)
- 41 Tobacco mfg (emp)
- 42 Fiber, yarn & thread mills (emp)
- 43 Fabric mills (emp)
- 44 Textile, fabric finishing, fabric coating mfg (emp)
- 45 Textile furnishings mills (emp)

46 Other textile product mills (emp)  
 47 Apparel knitting mills (emp)  
 48 Cut & sew apparel mfg (emp)  
 49 Apparel accessories & other apparel mfg (emp)  
 50 Leather & hide tanning & finishing (emp)  
 51 Footwear mfg (emp)  
 52 Other leather & allied product mfg (emp)  
 53 Sawmills & wood preservation (emp)  
 54 Veneer, plywood & engineered wood product mfg (emp)  
 55 Other wood product mfg (emp)  
 56 Pulp, paper & paperboard mills (emp)  
 57 Converted paper product mfg (emp)  
 58 Printing & related support activities (emp)  
 59 Petroleum & coal products mfg (emp)  
 60 Basic chemical mfg (emp)  
 61 Resin, syn rubber, artf & syn fibers, film (emp)  
 62 Pesticide, fertilizer & oth ag chemical mfg (emp)  
 63 Pharmaceutical & medicine mfg (emp)  
 64 Paint, coating & adhesive mfg (emp)  
 65 Soap, cleaners & toilet preparation mfg (emp)  
 66 Other chemical product & preparation mfg (emp)  
 67 Plastics product mfg (emp)  
 68 Rubber product mfg (emp)  
 69 Clay product & refractory mfg (emp)  
 70 Glass & glass product mfg (emp)  
 71 Cement & concrete product mfg (emp)  
 72 Lime & gypsum product mfg (emp)  
 73 Other nonmetallic mineral product mfg (emp)  
 74 Iron & steel mills & ferroalloy mfg (emp)  
 75 Steel product mfg from purchased steel (emp)  
 76 Alumina & aluminum production & processing (emp)  
 77 Nonferrous (exc alum) production & processing (emp)  
 78 Foundries (emp)  
 79 Forging & stamping (emp)  
 80 Cutlery & handtool mfg (emp)  
 81 Architectural & structural metals mfg (emp)  
 82 Boiler, tank & shipping container mfg (emp)  
 83 Hardware mfg (emp)  
 84 Spring & wire product mfg (emp)  
 85 Mach shops, turn prod, screw, nut, bolt mfg (emp)  
 86 Coating, engrave, heat treating & oth activ (emp)  
 87 Other fabricated metal product mfg (emp)  
 88 Ag, construction & mining machinery mfg (emp)  
 89 Industrial machinery mfg (emp)  
 90 Commercial & service industry machinery mfg (emp)  
 91 HVAC & commercial refrigeration equipment m (emp)  
 92 Metalworking machinery mfg (emp)  
 93 Engine, turbine & power transmsn equip mfg (emp)  
 94 Other general purpose machinery mfg (emp)  
 95 Computer & peripheral equipment mfg (emp)  
 96 Communications equipment mfg (emp)  
 97 Audio & video equipment mfg (emp)  
 98 Semiconductor & oth electronic component mf (emp)  
 99 Nav, measuring, medical, control instrument (emp)

100 Mfg & reproducing magnetic & optical media (emp)  
101 Electric lighting equipment mfg (emp)  
102 Household appliance mfg (emp)  
103 Electrical equipment mfg (emp)  
104 Other electrical equipment & component mfg (emp)  
105 Motor vehicle mfg (emp)  
106 Motor vehicle body & trailer mfg (emp)  
107 Motor vehicle parts mfg (emp)  
108 Aerospace product & parts mfg (emp)  
109 Railroad rolling stock mfg (emp)  
110 Ship & boat building (emp)  
111 Other transportation equipment mfg (emp)  
112 HH & institutional furniture & kitchen cabi (emp)  
113 Office furniture (including fixtures) mfg (emp)  
114 Other furniture related product mfg (emp)  
115 Medical equipment & supplies mfg (emp)  
116 Other miscellaneous mfg (emp)  
117 Motor vehicle, motor vehicle pt & supply wh (emp)  
118 Furniture & Home furnishing whsle (emp)  
119 Lumber & other construction materials whsle (emp)  
120 Professional & commercial equip & supp whsl (emp)  
121 Metal & mineral (except petroleum) whsle (emp)  
122 Electrical goods whsle (emp)  
123 Hardware, plumb & heating equip & sup whsle (emp)  
124 Machinery, equipment & supplies whsle (emp)  
125 Miscellaneous durable goods whsle (emp)  
126 Paper & paper product whsle (emp)  
127 Drugs & druggists' sundries whsle (emp)  
128 Apparel, piece goods & notions whsle (emp)  
129 Grocery & related product whsle (emp)  
130 Farm product raw material whsle (emp)  
131 Chemical & allied products whsle (emp)  
132 Petroleum & petroleum products whsle (emp)  
133 Beer, wine, distilled alcoholic beverage wh (emp)  
134 Miscellaneous nondurable goods whsle (emp)  
135 Automobile dealers (emp)  
136 Other motor vehicle dealers (emp)  
137 Automotive parts, accessories & tire stores (emp)  
138 Furniture stores (emp)  
139 Home furnishings stores (emp)  
140 Electronics & appliance stores (emp)  
141 Building material & supplies dealers (emp)  
142 Lawn & garden equip & supplies stores (emp)  
143 Grocery stores (emp)  
144 Specialty food stores (emp)  
145 Beer, wine & liquor stores (emp)  
146 Health & personal care stores (emp)  
147 Gasoline stations (emp)  
148 Clothing stores (emp)  
149 Shoe stores (emp)  
150 Jewelry, luggage & leather goods stores (emp)  
151 Sporting goods, hobby, musical instruments (emp)  
152 Book, periodical & music stores (emp)  
153 Department stores (emp)

154 Other general merchandise stores (emp)  
 155 Florists (emp)  
 156 Office supplies, stationery & gift stores (emp)  
 157 Used merchandise stores (emp)  
 158 Other miscellaneous store retailers (emp)  
 159 Electronic shopping & mail-order houses (emp)  
 160 Vending machine operators (emp)  
 161 Direct selling establishments (emp)  
 162 Scheduled air transportation (emp)  
 163 Nonscheduled air transportation (emp)  
 164 Deep sea, coastal & Great Lakes water trans (emp)  
 165 Inland water transportation (emp)  
 166 General freight trucking (emp)  
 167 Specialized freight trucking (emp)  
 168 Urban transit systems (emp)  
 169 Interurban & rural bus transportation (emp)  
 170 Taxi & limousine service (emp)  
 171 School & employee bus transportation (emp)  
 172 Charter bus industry (emp)  
 173 Oth transit & ground passenger transportati (emp)  
 174 Pipeline transportation of crude oil (emp)  
 175 Pipeline transportation of natural gas (emp)  
 176 Other pipeline transportation (emp)  
 177 Scenic & sightseeing transportation, land (emp)  
 178 Scenic & sightseeing transportation, water (emp)  
 179 Scenic & sightseeing transportation, other (emp)  
 180 Air transportation support activities (emp)  
 181 Rail transportation support activities (emp)  
 182 Water transportation support activities (emp)  
 183 Road transportation support activities (emp)  
 184 Freight transportation arrangement (emp)  
 185 Other transportation support activities (emp)  
 186 Couriers (emp)  
 187 Local messengers & local delivery (emp)  
 188 Warehousing & storage (emp)  
 189 Newspaper, periodical, book, database publi (emp)  
 190 Software publishers (emp)  
 191 Motion picture & video industries (emp)  
 192 Sound recording industries (emp)  
 193 Radio & television broadcasting (emp)  
 194 Cable networks & program distribution (emp)  
 195 Telecommunications (emp)  
 196 Information services (emp)  
 197 Data processing services (emp)  
 198 Monetary authorities - central bank (emp)  
 199 Depository credit intermediation (emp)  
 200 Nondepository credit intermediation (emp)  
 201 Activities related to credit intermediation (emp)  
 202 Scrt & comdty contracts intermed & brokera (emp)  
 203 Securities & commodity exchanges (emp)  
 204 Other financial investment activities (emp)  
 205 Insurance carriers (emp)  
 206 Agencies & other insurance related activiti (emp)  
 207 Other investment pools & funds (emp)

208 Lessors of real estate (emp)  
209 Offices of real estate agents & brokers (emp)  
210 Activities related to real estate (emp)  
211 Automotive equipment rental & leasing (emp)  
212 Consumer goods rental (emp)  
213 General rental centers (emp)  
214 Commercial, industrial equip rental & leasi (emp)  
215 Lessors of other nonfinancial intangible as (emp)  
216 Legal services (emp)  
217 Accounting, tax prep, bookkeep, payroll ser (emp)  
218 Architectural, engineering & related servic (emp)  
219 Specialized design services (emp)  
220 Computer systems design & related services (emp)  
221 Management, sci & tech consulting services (emp)  
222 Scientific R&D services (emp)  
223 Advertising & related services (emp)  
224 Other professional, scientific, technical ser (emp)  
225 Management of companies & enterprises (emp)  
226 Office administrative services (emp)  
227 Facilities support services (emp)  
228 Employment services (emp)  
229 Business support services (emp)  
230 Travel arrangement & reservation services (emp)  
231 Investigation & security services (emp)  
232 Services to buildings & dwellings (emp)  
233 Other support services (emp)  
234 Waste collection (emp)  
235 Waste treatment & disposal (emp)  
236 Remediation & oth waste management service (emp)  
237 Elementary & secondary schools (emp)  
238 Junior colleges (emp)  
239 Colleges, universities & professional scho (emp)  
240 Business schools & computer & mgt training (emp)  
241 Technical & trade schools (emp)  
242 Other schools & instruction (emp)  
243 Educational support services (emp)  
244 Offices of physicians (emp)  
245 Offices of dentists (emp)  
246 Offices of other health practitioners (emp)  
247 Outpatient care centers (emp)  
248 Medical & diagnostic laboratories (emp)  
249 Home health care services (emp)  
250 Other ambulatory health care services (emp)  
251 General medical & surgical hospitals (emp)  
252 Psychiatric & substance abuse hospitals (emp)  
253 Other specialty hospitals (emp)  
254 Nursing care facilities (emp)  
255 Residential mental retardation, health faci (emp)  
256 Community care facilities for the elderly (emp)  
257 Other residential care facilities (emp)  
258 Individual & family services (emp)  
259 Community, emergency & other relief service (emp)  
260 Vocational rehabilitation services (emp)  
261 Child day care services (emp)

262	Performing arts companies (emp)
263	Spectator sports (emp)
264	Promoters of entertainment events (emp)
265	Agents, managers for artists & other public (emp)
266	Independent artists, writers & performers (emp)
267	Museums, historical sites & like institutio (emp)
268	Amusement parks & arcades (emp)
269	Gambling industries (emp)
270	Other amusement & recreation industries (emp)
271	Traveler accommodation (emp)
272	RV parks & recreational camps (emp)
273	Rooming & boarding houses (emp)
274	Full-service restaurants (emp)
275	Limited-service eating places (emp)
276	Special food services (emp)
277	Drinking places (alcoholic beverages) (emp)
278	Automotive repair & maintenance (emp)
279	Electronic & precision equipment R&M (emp)
280	Commercial equipment (exc auto & elec) R&M (emp)
281	Personal & household goods R&M (emp)
282	Personal care services (emp)
283	Death care services (emp)
284	Drycleaning & laundry services (emp)
285	Other personal services (emp)
286	Religious organizations (emp)
287	Grantmaking & giving services (emp)
288	Social advocacy organizations (emp)
289	Civic & social organizations (emp)
290	Business, labor, political, like organizati (emp)

## **Detailed Establishments (by Place of Work)** **(North American Industry Classification System (NAICS))**

1	Timber tract operations (est)
2	Forest nurseries & gathering forest product (est)
3	Logging (est)
4	Fishing (est)
5	Hunting & trapping (est)
6	Crop production support activities (est)
7	Animal production support activities (est)
8	Forestry support activities (est)
9	Oil & gas extraction (est)
10	Coal mining (est)
11	Metal ore mining (est)
12	Nonmetallic mineral mining & quarrying (est)
13	Mining support activities (est)
14	Elec pwr generation, transmsn & distribution (est)
15	Natural gas distribution (est)
16	Water, sewage & other systems (est)
17	Land subdivision & land development (est)
18	Residential building construction (est)
19	Nonresidential building construction (est)
20	Highway, street, bridge & tunnel constructi (est)

21 Other heavy construction (est)  
22 Plumbing, heating & AC contractor (est)  
23 Painting & wall covering contractors (est)  
24 Electrical contractors (est)  
25 Masonry, drywall, insulation, tile contract (est)  
26 Carpentry & floor contractors (est)  
27 Roofing, siding, & sheet metal contractors (est)  
28 Concrete contractors (est)  
29 Water well drilling contractors (est)  
30 Other special trade contractors (est)  
31 Animal food mfg (est)  
32 Grain & oilseed milling (est)  
33 Sugar & confectionery product mfg (est)  
34 Fruit & veg preserving & specialty food mfg (est)  
35 Dairy product mfg (est)  
36 Animal slaughtering & processing (est)  
37 Seafood product preparation & packaging (est)  
38 Bakeries & tortilla mfg (est)  
39 Other food mfg (est)  
40 Beverage mfg (est)  
41 Tobacco mfg (est)  
42 Fiber, yarn & thread mills (est)  
43 Fabric mills (est)  
44 Textile, fabric finishing, fabric coating mfg (est)  
45 Textile furnishings mills (est)  
46 Other textile product mills (est)  
47 Apparel knitting mills (est)  
48 Cut & sew apparel mfg (est)  
49 Apparel accessories & other apparel mfg (est)  
50 Leather & hide tanning & finishing (est)  
51 Footwear mfg (est)  
52 Other leather & allied product mfg (est)  
53 Sawmills & wood preservation (est)  
54 Veneer, plywood & engineered wood product mfg (est)  
55 Other wood product mfg (est)  
56 Pulp, paper & paperboard mills (est)  
57 Converted paper product mfg (est)  
58 Printing & related support activities (est)  
59 Petroleum & coal products mfg (est)  
60 Basic chemical mfg (est)  
61 Resin, syn rubber, artf & syn fibers, fil m (est)  
62 Pesticide, fertilizer & oth ag chemical mfg (est)  
63 Pharmaceutical & medicine mfg (est)  
64 Paint, coating & adhesive mfg (est)  
65 Soap, cleaners & toilet preparation mfg (est)  
66 Other chemical product & preparation mfg (est)  
67 Plastics product mfg (est)  
68 Rubber product mfg (est)  
69 Clay product & refractory mfg (est)  
70 Glass & glass product mfg (est)  
71 Cement & concrete product mfg (est)  
72 Lime & gypsum product mfg (est)  
73 Other nonmetallic mineral product mfg (est)  
74 Iron & steel mills & ferroalloy mfg (est)

75 Steel product mfg from purchased steel (est)  
76 Alumina & aluminum production & processing (est)  
77 Nonferrous (exc alum) production & processing (est)  
78 Foundries (est)  
79 Forging & stamping (est)  
80 Cutlery & handtool mfg (est)  
81 Architectural & structural metals mfg (est)  
82 Boiler, tank & shipping container mfg (est)  
83 Hardware mfg (est)  
84 Spring & wire product mfg (est)  
85 Mach shops, turn prod, screw, nut, bolt mfg (est)  
86 Coating, engrave, heat treating & oth activ (est)  
87 Other fabricated metal product mfg (est)  
88 Ag, construction & mining machinery mfg (est)  
89 Industrial machinery mfg (est)  
90 Commercial & service industry machinery mfg (est)  
91 HVAC & commercial refrigeration equipment m (est)  
92 Metalworking machinery mfg (est)  
93 Engine, turbine & power transmsn equip mfg (est)  
94 Other general purpose machinery mfg (est)  
95 Computer & peripheral equipment mfg (est)  
96 Communications equipment mfg (est)  
97 Audio & video equipment mfg (est)  
98 Semiconductor & oth electronic component mf (est)  
99 Nav, measuring, medical, control instrument (est)  
100 Mfg & reproducing magnetic & optical media (est)  
101 Electric lighting equipment mfg (est)  
102 Household appliance mfg (est)  
103 Electrical equipment mfg (est)  
104 Other electrical equipment & component mfg (est)  
105 Motor vehicle mfg (est)  
106 Motor vehicle body & trailer mfg (est)  
107 Motor vehicle parts mfg (est)  
108 Aerospace product & parts mfg (est)  
109 Railroad rolling stock mfg (est)  
110 Ship & boat building (est)  
111 Other transportation equipment mfg (est)  
112 HH & institutional furniture & kitchen cabi (est)  
113 Office furniture (including fixtures) mfg (est)  
114 Other furniture related product mfg (est)  
115 Medical equipment & supplies mfg (est)  
116 Other miscellaneous mfg (est)  
117 Motor vehicle, motor vehicle pt & supply wh (est)  
118 Furniture & Home furnishing whsle (est)  
119 Lumber & other construction materials whsle (est)  
120 Professional & commercial equip & supp whsl (est)  
121 Metal & mineral (except petroleum) whsle (est)  
122 Electrical goods whsle (est)  
123 Hardware, plumb & heating equip & sup whsle (est)  
124 Machinery, equipment & supplies whsle (est)  
125 Miscellaneous durable goods whsle (est)  
126 Paper & paper product whsle (est)  
127 Drugs & druggists' sundries whsle (est)  
128 Apparel, piece goods & notions whsle (est)

129 Grocery & related product whsle (est)  
130 Farm product raw material whsle (est)  
131 Chemical & allied products whsle (est)  
132 Petroleum & petroleum products whsle (est)  
133 Beer, wine, distilled alcoholic beverage wh (est)  
134 Miscellaneous nondurable goods whsle (est)  
135 Automobile dealers (est)  
136 Other motor vehicle dealers (est)  
137 Automotive parts, accessories & tire stores (est)  
138 Furniture stores (est)  
139 Home furnishings stores (est)  
140 Electronics & appliance stores (est)  
141 Building material & supplies dealers (est)  
142 Lawn & garden equip & supplies stores (est)  
143 Grocery stores (est)  
144 Specialty food stores (est)  
145 Beer, wine & liquor stores (est)  
146 Health & personal care stores (est)  
147 Gasoline stations (est)  
148 Clothing stores (est)  
149 Shoe stores (est)  
150 Jewelry, luggage & leather goods stores (est)  
151 Sporting goods, hobby, musical instrument s (est)  
152 Book, periodical & music stores (est)  
153 Department stores (est)  
154 Other general merchandise stores (est)  
155 Florists (est)  
156 Office supplies, stationery & gift stores (est)  
157 Used merchandise stores (est)  
158 Other miscellaneous store retailers (est)  
159 Electronic shopping & mail-order houses (est)  
160 Vending machine operators (est)  
161 Direct selling establishments (est)  
162 Scheduled air transportation (est)  
163 Nonscheduled air transportation (est)  
164 Deep sea, coastal & Great Lakes water trans (est)  
165 Inland water transportation (est)  
166 General freight trucking (est)  
167 Specialized freight trucking (est)  
168 Urban transit systems (est)  
169 Interurban & rural bus transportation (est)  
170 Taxi & limousine service (est)  
171 School & employee bus transportation (est)  
172 Charter bus industry (est)  
173 Oth transit & ground passenger transportati (est)  
174 Pipeline transportation of crude oil (est)  
175 Pipeline transportation of natural gas (est)  
176 Other pipeline transportation (est)  
177 Scenic & sightseeing transportation, land (est)  
178 Scenic & sightseeing transportation, water (est)  
179 Scenic & sightseeing transportation, other (est)  
180 Air transportation support activities (est)  
181 Rail transportation support activities (est)  
182 Water transportation support activities (est)

183 Road transportation support activities (est)  
 184 Freight transportation arrangement (est)  
 185 Other transportation support activities (est)  
 186 Couriers (est)  
 187 Local messengers & local delivery (est)  
 188 Warehousing & storage (est)  
 189 Newspaper, periodical, book, database publi (est)  
 190 Software publishers (est)  
 191 Motion picture & video industries (est)  
 192 Sound recording industries (est)  
 193 Radio & television broadcasting (est)  
 194 Cable networks & program distribution (est)  
 195 Telecommunications (est)  
 196 Information services (est)  
 197 Data processing services (est)  
 198 Monetary authorities - central bank (est)  
 199 Depository credit intermediation (est)  
 200 Nondepository credit intermediation (est)  
 201 Activities related to credit intermediation (est)  
 202 Scrtly & comdty contracts intermed & brokera (est)  
 203 Securities & commodity exchanges (est)  
 204 Other financial investment activities (est)  
 205 Insurance carriers (est)  
 206 Agencies & other insurance related activiti (est)  
 207 Other investment pools & funds (est)  
 208 Lessors of real estate (est)  
 209 Offices of real estate agents & brokers (est)  
 210 Activities related to real estate (est)  
 211 Automotive equipment rental & leasing (est)  
 212 Consumer goods rental (est)  
 213 General rental centers (est)  
 214 Commercial, industrial equip rental & leasi (est)  
 215 Lessors of other nonfinancial intangible as (est)  
 216 Legal services (est)  
 217 Accounting, tax prep, bookkeep, payroll ser (est)  
 218 Architectural, engineering & related servic (est)  
 219 Specialized design services (est)  
 220 Computer systems design & related services (est)  
 221 Management, sci & tech consulting services (est)  
 222 Scientific R&D services (est)  
 223 Advertising & related services (est)  
 224 Other professional, scientific, technical ser (est)  
 225 Management of companies & enterprises (est)  
 226 Office administrative services (est)  
 227 Facilities support services (est)  
 228 Employment services (est)  
 229 Business support services (est)  
 230 Travel arrangement & reservation services (est)  
 231 Investigation & security services (est)  
 232 Services to buildings & dwellings (est)  
 233 Other support services (est)  
 234 Waste collection (est)  
 235 Waste treatment & disposal (est)  
 236 Remediation & oth waste management service (est)

237 Elementary & secondary schools (est)  
 238 Junior colleges (est)  
 239 Colleges, universities & professional scho (est)  
 240 Business schools & computer & mgt training (est)  
 241 Technical & trade schools (est)  
 242 Other schools & instruction (est)  
 243 Educational support services (est)  
 244 Offices of physicians (est)  
 245 Offices of dentists (est)  
 246 Offices of other health practitioners (est)  
 247 Outpatient care centers (est)  
 248 Medical & diagnostic laboratories (est)  
 249 Home health care services (est)  
 250 Other ambulatory health care services (est)  
 251 General medical & surgical hospitals (est)  
 252 Psychiatric & substance abuse hospitals (est)  
 253 Other specialty hospitals (est)  
 254 Nursing care facilities (est)  
 255 Residential mental retardation, health faci (est)  
 256 Community care facilities for the elderly (est)  
 257 Other residential care facilities (est)  
 258 Individual & family services (est)  
 259 Community, emergency & other relief service (est)  
 260 Vocational rehabilitation services (est)  
 261 Child day care services (est)  
 262 Performing arts companies (est)  
 263 Spectator sports (est)  
 264 Promoters of entertainment events (est)  
 265 Agents, managers for artists & other public (est)  
 266 Independent artists, writers & performers (est)  
 267 Museums, historical sites & like institutio (est)  
 268 Amusement parks & arcades (est)  
 269 Gambling industries (est)  
 270 Other amusement & recreation industries (est)  
 271 Traveler accommodation (est)  
 272 RV parks & recreational camps (est)  
 273 Rooming & boarding houses (est)  
 274 Full-service restaurants (est)  
 275 Limited-service eating places (est)  
 276 Special food services (est)  
 277 Drinking places (alcoholic beverages) (est)  
 278 Automotive repair & maintenance (est)  
 279 Electronic & precision equipment R&M (est)  
 280 Commercial equipment (exc auto & elec) R&M (est)  
 281 Personal & household goods R&M (est)  
 282 Personal care services (est)  
 283 Death care services (est)  
 284 Drycleaning & laundry services (est)  
 285 Other personal services (est)  
 286 Religious organizations (est)  
 287 Grantmaking & giving services (est)  
 288 Social advocacy organizations (est)  
 289 Civic & social organizations (est)  
 290 Business, labor, political, like organizati (est)

## Detailed Consumer Expenditure Variables

1	Total Consumer Expenditures
2	Food
3	Food at home
4	Cereals and bakery products
5	Cereals and cereal products
6	Flour
7	Prepared Flour Mixes
8	Ready to eat and cooked cereal
9	Rice
10	Pasta, cornmeal and other cereal products
11	Bakery products
12	Bread
13	Crackers and cookies
14	Frozen and refrigerated
15	Other bakery products
16	Biscuits and rolls
17	Cakes and cupcakes
18	Bread and cracker products
19	Sweet rolls, coffee cakes, doughnuts
20	Pies, tarts, turnovers
21	Meats, poultry, fish, and eggs
22	Beef
23	Ground Beef
24	Roast
25	Steak
26	Other beef
27	Pork
28	Bacon
29	Pork Chops
30	Ham
31	Sausage
32	Other pork
33	Other Meats
34	Frankfurters
35	Lunch meats (cold cuts)
36	Lamb, organ meats and others
37	Poultry
38	Fresh and frozen chickens
39	Other poultry
40	Fish and seafood
41	Canned fish and seafood
42	Fresh fish and shellfish
43	Frozen fish and shellfish
44	Eggs
45	Dairy products
46	Fresh Milk and cream
47	Fresh Milk, all types
48	Cream
49	Other dairy products
50	Butter

51	Cheese
52	Ice Cream and related products
53	Misc. Dairy products
54	Fruits and vegetables
55	Fresh Fruits
56	Apples
57	Bananas
58	Oranges
59	Citrus Fruits, excluding oranges
60	Other fresh fruits
61	Fresh Vegetables
62	Potatoes
63	Lettuce
64	Tomatoes
65	Other fresh vegetables
66	Processed fruits
67	Frozen fruits and fruit juices
68	Canned fruits
69	Dried Fruit
70	Fresh fruit juice
71	Canned and bottled fruit juice
72	Processed vegetables
73	Frozen vegetables
74	Canned and dried vegetables and juices
75	Other food at home
76	Sugar and other sweets
77	Candy and chewing gum
78	Sugar
79	Artificial sweeteners
80	Jams and other sweets
81	Fats and oils, etc.
82	Margarine
83	Fats and oils
84	Salad dressing
85	Nondairy cream and imitation milk
86	Peanut butter
87	Miscellaneous foods
88	Frozen prepared foods
89	Canned and packaged soups
90	Potato chips, nuts, and other snacks
91	Condiments and seasonings
92	Other canned and packaged prepared foods
93	Nonalcoholic beverages
94	Cola
95	Other carbonated drinks
96	Coffee
97	Noncarbonated fruit flavored drinks
98	Tea
99	Nonalcoholic beer
100	Other nonalcoholic beverages and ice
101	Food prep (consumed out of town)
102	Food away from home
103	Meals at restaurants, carry-out and others
104	Lunch

105 Lunch at fast food, take-out, delivery  
106 Lunch at full service restaurants  
107 Lunch at vend machines and mobile vendors  
108 Lunch at employer and school cafeterias  
109 Dinner  
110 Dinner at fast food, take-out, delivery  
111 Dinner at full service restaurants  
112 Dinner at vend machines and mobile vendors  
113 Dinner at employer and school cafeterias  
114 Snacks  
115 Snacks at fast food, take-out, delivery  
116 Snacks at full service restaurants  
117 Snacks at vend machines and mobile vendors  
118 Snacks at employer and school cafeterias  
119 Breakfast  
120 Breakfast at fast food, take-out, delivery  
121 Breakfast at full service restaurants  
122 Breakfast at vend machines and mobile vendors  
123 Breakfast at employer and school cafeterias  
124 Board (including school)  
125 Catered affairs  
126 Food on out-of-town trips  
127 School lunches  
128 Meals as pay  
129 Alcoholic beverages  
130 At home-alcoholic beverages  
131 Beer and ale  
132 Whiskey  
133 Wine  
134 Other alcoholic beverages  
135 Away from home (alcoholic beverages)  
136 Beer and ale away  
137 Wine away  
138 Other alcoholic beverages away  
139 Alcoholic beverages purchased on trips  
140 Housing  
141 Shelter  
142 Owned dwellings  
143 Mortgage interest and charges  
144 Mortgage interest  
145 Interest paid, home equity loan  
146 Interest paid, home equity line of credit  
147 Property taxes  
148 Maintenance, repairs, ins, other exp  
149 Homeowners and related insurance  
150 Ground rent  
151 Maintenance and repair services  
152 Maintenance and repair commodities  
153 Rented dwellings  
154 Rent  
155 Rent as pay  
156 Maintenance, insurance and other expenses  
157 Other lodging  
158 Owned vacation home

159	Utilities, fuels, and public services
160	Natural gas
161	Electricity
162	Fuel oil and other fuels
163	Fuel oil
164	Coal
165	Bottled gas
166	Wood and other fuels
167	Telephone services
168	Telephone services in home city, excluding mobile car phones
169	Telephone services for mobile car phones
170	Telephone cards
171	Water and other public services
172	Household operations
173	Personal services
174	Babysitting and child care in your own home
175	Babysitting and child care in someone else's home
176	Care for elderly. invalids
177	Adult day-care centers
178	Day-care centers, nursery, and preschools
179	Other household expenses
180	Housekeeping services
181	Gardening, lawn care service
182	Water softening service
183	Household laundry and dry cleaning, sent out (non-clothing)not coin-operated
184	Coin-operated household laundry and dry cleaning (nonclothing)
185	Services for termite/pest control maintenance
186	Other home services
187	Moving, storage, freight express
188	Appliance repair including service center
189	Reupholstering, furniture repair
190	Repairs/rentals of lawn and garden equipment
191	Computer Information Services
192	Housekeeping supplies
193	Laundry and cleaning supplies
194	Soaps and detergents
195	Other laundry cleaning products
196	Other household products
197	Cleansing and toilet tissue, paper towels and napkins
198	Miscellaneous products
199	Lawn and garden supplies
200	Postage and stationary
201	Stationery, stationery supplies, gift wrap
202	Postage
203	Delivery Services
204	Household furnishings and equip
205	Household textiles
206	Bathroom linens
207	Bedroom linens
208	Kitchen and dining room linens
209	Curtains and draperies
210	Slipcovers, decorative pillows
211	Sewing materials for slipcovers, curtains, other sewing materials for the home
212	Other linen

213	Furniture
214	Mattress and springs
215	Other bedroom furniture
216	Sofas
217	Living room chairs
218	Living room tables
219	Kitchen, dining room furniture
220	Infants' furniture
221	Outdoor furniture
222	Wall units, cabinets and other occasional furniture
223	Floor coverings
224	Wall-to-wall carpeting (renter)
225	Wall-to-wall carpet (replacement, owned home)
226	Floor coverings, nonpermanent
227	Major appliances
228	Dishwashers (built-in), garbage disposals, range hoods (own home)
229	Refrigerators, freezers
230	Washing Machines
231	Clothes dryer
232	Cooking stoves, oven
233	Microwave ovens
234	Window air conditioners
235	Electric floor cleaning equipment
236	Sewing machines
237	Small appliances, misc.
238	Housewares
239	Plastic dinnerware
240	China and other dinnerware
241	Flatware
242	Glassware
243	Silver serving pieces
244	Other serving pieces
245	Non-electric cookware
246	Tableware, non-electric kitchenware
247	Small appliances
248	Small electric kitchen appliances
249	Portable heating and cooling equipment
250	Miscellaneous household equip
251	Window coverings
252	Infants' equipment
253	Laundry and cleaning equipment
254	Outdoor equipment
255	Clocks
256	Lamps and lighting fixtures
257	Other household decorative items
258	Telephone and accessories
259	Lawn and garden equipment
260	Power tools
261	Small miscellaneous furnishing
262	Hand tools
263	Indoor plants, fresh flowers
264	Closet and storage items
265	Rental of furniture
266	Luggage

267	Computers and computer hardware non-business use
268	Computer software and accessories for non-business use
269	Telephone answering devices
270	Calculators
271	Business equipment for home use
272	Other hardware
273	Smoke alarms
274	Other household appliances
275	Miscellaneous equipment and parts
276	Apparel and services
277	Men and boys
278	Men, 16 and over
279	Men's suits
280	Men's sport coats, tailored jackets
281	Men's coats and jackets
282	Men's underwear
283	Men's hosiery
284	Men's nightwear
285	Men's accessories
286	Men's sweaters and vests
287	Men's active sportswear
288	Men's shirts
289	Men's pants
290	Men's shorts, shorts sets
291	Men's uniforms
292	Men's costumes
293	Boys, 2 to 15
294	Boys' coats and jackets
295	Boys' sweaters
296	Boys' shirts
297	Boys' underwear
298	Boys' nightwear
299	Boys' hosiery
300	Boys' accessories
301	Boys' suits, sport coats, vests
302	Boys' pants
303	Boys' shorts, short sets
304	Boys' uniforms
305	Boys' active sportswear
306	Boys' costumes
307	Women's and girls
308	Women, 16 and over
309	Women's coats and jackets
310	Women's dresses
311	Women's sport coats, tailored vests
312	Women's vests and sweaters
313	Women's shirts, tops, blouses
314	Women's skirts
315	Women's pants
316	Women's shorts, shorts sets
317	Women's active sportswear
318	Women's sleepwear
319	Women's undergarments
320	Women's hosiery

321	Women's suits
322	Women's accessories
323	Women's uniforms
324	Women's costumes
325	Girls 2 to 15
326	Girls' coats and jackets
327	Girls' dresses, suits
328	Girls' shirts, blouses, sweaters
329	Girls' skirts and pants
330	Girls' shorts, shorts sets
331	Girls' active sportswear
332	Girls' underwear and sleepwear
333	Girls' hosiery
334	Girls' accessories
335	Girls' uniforms
336	Girls' costumes
337	Children under 2
338	Infant coat, jacket, snowsuit
339	Infant dresses, outerwear
340	Infant underwear
341	Infant nightwear, loungewear
342	Infant accessories
343	Footwear
344	Men's footwear
345	Boys' footwear
346	Women's footwear
347	Girls' footwear
348	Other apparel products and services
349	Material for making clothes
350	Sewing patterns and notions
351	Watches
352	Jewelry
353	Shoe repair and other shoe services
354	Coin-operated apparel laundry and dry cleaning
355	Alteration, repair and tailoring of apparel and accessories
356	Clothing rental
357	Watch and jewelry repair
358	Apparel laundry and dry cleaning not coin-operated
359	Clothing storage
360	Transportation
361	Vehicle purchases (net outlay)
362	Cars and trucks, new
363	New Cars
364	New Trucks
365	Cars and trucks, used
366	Cars, used
367	Trucks, used
368	Other vehicles
369	Gasoline and motor oil
370	Other vehicle expenses
371	Vehicle finance charges
372	Maintenance and repairs
373	Coolant, additives, brake, transmission fluids
374	Tires-purchased, replaced, installed

375 Parts, equipment, and accessories  
376 Vehicle audio equipment, no labor  
377 Vehicle products  
378 Misc. auto repair, servicing  
379 Body work and painting  
380 Clutch, transmission repair  
381 Drive shaft and rear-end repair  
382 Brake work, including adjustments  
383 Repair to steering or front-end  
384 Repair to engine cooling system  
385 Motor tune-up  
386 Lube, oil change, and oil filters  
387 Front-end alignment, wheel balance and rotation  
388 Shock absorber replacement  
389 Gas tank repair, replacement  
390 Repair tires and other repair work  
391 Vehicle air conditioning repair work  
392 Exhaust system repair  
393 Electrical system repair  
394 Motor repair, replacement  
395 Auto repair service policy  
396 Vehicle insurance  
397 Vehicle rental, other charges  
398 Public transportation  
399 Airline fares  
400 Intercity bus fares  
401 Intercity mass transit fares  
402 Local trans. on out-of-town trips  
403 Taxi fares on trips  
404 Taxi fares  
405 Intercity train fares  
406 Ship fares  
407 School bus  
408 Health Care  
409 Health insurance  
410 Commercial health insurance  
411 Blue Cross, Blue Shield  
412 Health maintenance plans (HMO's)  
413 Medicare payments  
414 Commercial Medicare supplements and other health insurance  
415 Medical services  
416 Physician's services  
417 Dental services  
418 Eye care services  
419 Service by professionals other than physician  
420 Lab tests, x-rays  
421 Hospital room  
422 Hospital service other than room  
423 Care in convalescent or nursing home  
424 Other medical care services  
425 Drugs  
426 Nonprescription drugs  
427 Nonprescription vitamins  
428 Prescription drugs

429 Medical supplies  
430 Eyeglasses and contact lenses  
431 Hearing Aids  
432 Topicals and dressings  
433 Medical equipment for general use  
434 Supportive and convalescent medical equipment  
435 Rental of medical equipment  
436 Rental of supportive, convalescent medical equipment  
437 Entertainment  
438 Fees and admissions  
439 Recreation expenses, out-of-town trips  
440 Social, recreation, civic club membership  
441 Fees for participant sports  
442 Participant sports, out-of-town trips  
443 Movie, theatre, opera, ballet  
444 Movie, other admissions, out-of-town trips  
445 Admission to sporting events  
446 Admission to sporting events, out-of-town trips  
447 Fees for recreational lessons  
448 Other entertainment services, out-of-town trips  
449 Television, radios, sound equip  
450 Television  
451 Community antenna or cable TV  
452 Black and white TV  
453 Color TV - controls  
454 Color TV - portable, table model  
455 VCR's and video disc players  
456 Video cassettes, tapes, and discs  
457 Video game hardware and software  
458 Repair of TV, radio, and sound equipment  
459 Rental of televisions  
460 Radios, sound equipment  
461 Radios  
462 Tape recorders and players  
463 Sound components and component systems  
464 Sound equipment accessories  
465 Satellite dishes  
466 Compact disc, tape, record and video mail order clubs  
467 Records, CDs, audio tapes, needles  
468 Musical instruments and accessories  
469 Rental and repair of musical instruments  
470 Rental of video cassettes, tapes, films, discs  
471 Pets, toys, and playground equip  
472 Pets  
473 Pet food  
474 Pet purchase, supplies, medicine  
475 Pet services  
476 Vet services  
477 Toys, games, hobbies, and tricycles  
478 Playground equipment  
479 Other entertainment supplies  
480 Non-motorized recreational vehicle  
481 Motorized recreational vehicles  
482 Sports, recreational and exercise equipment

483 Athletic gear, game tables, and exercise equipment  
 484 Bicycles  
 485 Camping equipment  
 486 Hunting and fishing equipment  
 487 Winter sports equipment  
 488 Water sports equipment  
 489 Other sports equipment  
 490 Rental and repair of misc. sports equipment  
 491 Photographic equipment and supplies  
 492 Film  
 493 Film processing  
 494 Photographic equipment  
 495 Photographer fees  
 496 Fireworks  
 497 Souvenirs  
 498 Pinball, electronic video games  
 499 Personal care products, services  
 500 Personal care products  
 501 Hair care products  
 502 Non-electric articles for the hair  
 503 Wigs and hairpieces  
 504 Oral hygiene products, articles  
 505 Shaving needs  
 506 Cosmetics, perfume, bath preparation  
 507 Deodorants, feminine hygiene, misc. personal care  
 508 Electric personal care appliances  
 509 Personal care services  
 510 Reading  
 511 Newspaper subscriptions  
 512 Newspaper, non-subscriptions  
 513 Magazine subscriptions  
 514 Magazines, non-subscriptions  
 515 Books thru book clubs  
 516 Books not thru book clubs  
 517 Encyclopedia and other sets of reference books  
 518 Education  
 519 College tuition  
 520 Elementary and high school tuition  
 521 Other schools tuition  
 522 Other school expenses including rentals  
 523 School books, supplies, equipment for college  
 524 School books, supplies, equipment for elementary high school  
 525 School books, supplies, equipment for day care, nursery, other  
 526 School supplies, etc, unspecified  
 527 Tobacco products, supplies  
 528 Cigarettes  
 529 Other tobacco products  
 530 Smoking accessories  
 531 Miscellaneous  
 532 Pari-mutuel losses  
 533 Legal fees  
 534 Funeral expense  
 535 Safe deposit box rental  
 536 Checking account, bank service

537	Cemetery lots, vaults, maintenance
538	Accounting fees
539	Misc. personal services
540	Finance charges excluding home mortgage
541	Cash contributions
542	Personal insurance and pensions
543	Life and other personal insurance
544	Pensions and Social Security
545	Market Value of financial assets
546	Market Value of savings accounts
547	Market Value of checking accounts
548	Market Value of US savings bonds
549	Market Value of securities

## **EASI Profile Variables**

1	Above Average Education
2	Apartments (20 or more units)
3	Available Renting Units
4	Pre-School
5	Below Average Education
6	Blue Collar Employment
7	Born in America
8	Expensive Homes
9	Few Teens
10	House for Sale
11	In the Air Forces
12	Large Families
13	Long Time Residents
14	Lots of Cars
15	Median Age
16	Median Income
17	No Cars
18	Not in Labor Force
19	Old and Rich Households
20	Old Homes
21	New Homes
22	Recent Movers
23	Retired
24	Service Employment
25	Subway or Bus to Work
26	Trailer Park City
27	Unattached and Available
28	Unemployed
29	Very Asian
30	Very Rich Asians
31	Very Rich Blacks
32	Very Rich Families
33	Very Rich Hispanics
34	Very Rich Households
35	Very Rich Non-Families
36	Very Rich Whites
37	Very Spanish

- 38 Work at Home
- 39 Young and Rich Households

## Ancestry Tabulations

- 1 Acadian/Cajun
- 2 Afghan
- 3 Albanian
- 4 Alsatian
- 5 Arab
- 6 Armenian
- 7 Assyrian/Chaldean/Syriac
- 8 Australian
- 9 Austrian
- 10 Bangladesh. Cambodian
- 11 Basque
- 12 Belgian
- 13 Brazilian
- 14 British
- 15 Bulgarian
- 16 Canadian
- 17 Carpatho Rusyn
- 18 Celtic
- 19 Chinese
- 20 Croatian
- 21 Cuban
- 22 Cypriot
- 23 Czech
- 24 Czechoslovakian
- 25 Danish
- 26 Dutch
- 27 Eastern European
- 28 English
- 29 Estonian
- 30 European
- 31 Filipino
- 32 Finnish
- 33 French (except Basque)
- 34 French Canadian
- 35 German
- 36 German Russian
- 37 Greek
- 38 Guyanese
- 39 Hmong
- 40 Hungarian
- 41 Icelander
- 42 Indian
- 43 Indonesian
- 44 Iranian
- 45 Irish
- 46 Israeli
- 47 Italian
- 48 Japanese

49	Korean
50	Laotian
51	Latvian
52	Lithuanian
53	Luxemburger
54	Macedonian
55	Malaysian
56	Maltese
57	Mexican Population
58	New Zealander
59	Northern European
60	Norwegian
61	Other Asian.
62	Other Hispanic.
63	Pakistani
64	Pennsylvania German
65	Polish
66	Portuguese
67	Puerto Rican
68	Romanian
69	Russian
70	Scandinavian
71	Scotch-Irish
72	Scottish
73	Serbian
74	Slavic
75	Slovak
76	Slovene
77	Soviet Union
78	Sri Lankan
79	Sub-Saharan African
80	Swedish
81	Swiss
82	Thai
83	Turkish
84	Ukrainian
85	United States or American
86	Vietnamese
87	Welsh
88	West Indian (excluding Hispanic groups)
89	Yugoslavian



## Points of Interest Data (Point Data)

(this data includes a sample of business points from the following categories)

### Places to Eat

- 1 Beer (alcoholic beverage)
- 2 Retail bakeries

- 3 Retail bakeries, nec
- 4 Bagels
- 5 Bread
- 6 Cakes
- 7 Cookies
- 8 Doughnuts
- 9 Pastries
- 10 Pies
- 11 Pretzels
- 12 Ethnic food restaurants
- 13 American restaurant
- 14 Cajun restaurant
- 15 Chinese restaurant
- 16 French restaurant
- 17 German restaurant
- 18 Greek restaurant
- 19 Indian/Pakistan restaurant
- 20 Italian restaurant
- 21 Japanese restaurant
- 22 Korean restaurant
- 23 Lebanese restaurant
- 24 Mexican restaurant
- 25 Spanish restaurant
- 26 Sushi bar
- 27 Thai restaurant
- 28 Vietnamese restaurant
- 29 Pakistani restaurant
- 30 Ice cream soft drink and soda fountain stands
- 31 Frozen yogurt stand
- 32 Ice cream stands or dairy bars
- 33 Snow cone stand
- 34 Fast food restaurants and stands
- 35 Coffee shop
- 36 Delicatessen (eating places)
- 37 Drive-in restaurant
- 38 Fast-food restaurant, chain
- 39 Fast-food restaurant, independent
- 40 Hamburger stand
- 41 Hot dog stand
- 42 Sandwiches and submarines shop
- 43 Pizza restaurants
- 44 Pizzeria, chain
- 45 Pizzeria, independent
- 46 Seafood restaurants
- 47 Oyster bar
- 48 Seafood shack
- 49 Barbecue restaurant
- 50 Steak restaurant
- 51 Eating places, nec
- 52 Buffet (eating places)
- 53 Cafe
- 54 Caterers
- 55 Diner
- 56 Dinner theater

- 57 Health food restaurant
- 58 Drinking places
- 59 Bars and lounges
- 60 Beer garden (drinking places)
- 61 Cocktail lounge
- 62 Tavern (drinking places)

### **Places to Go**

- 63 Theme park, amusement
- 64 Bathing beach, non-membership
- 65 Fishing lakes and piers, operation
- 66 Swimming pool, non-membership
- 67 Waterslide operation
- 68 Wave pool operation
- 69 Botanical and zoological gardens
- 70 Arboreta and botanical gardens
- 71 Arboretum
- 72 Botanical garden

### **Places to Shop**

- 73 Men's and boys' clothing stores
- 74 Men's and boys' clothing stores, nec
- 75 Clothing accessories: men's and boys'
- 76 Clothing male: everyday except suits and sportswear
- 77 Clothing, sportswear, men's and boys'
- 78 Haberdashery stores
- 79 Hats, men's and boys'
- 80 Suits, men's
- 81 Tie shops
- 82 Women's clothing stores
- 83 Women's specialty clothing stores
- 84 Boutiques
- 85 Dress shops
- 86 Women's sportswear
- 87 Women's clothing stores, nec
- 88 Maternity wear
- 89 Ready-to-wear apparel, women's
- 90 Teenage apparel
- 91 Women's accessory and specialty stores
- 92 Women's dancewear, hosiery, and lingerie
- 93 Dancewear
- 94 Hosiery
- 95 Women's accessory and specialty stores nec
- 96 Apparel accessories
- 97 Blouses
- 98 Costume jewelry
- 99 Handbags
- 100 Knitwear, women's
- 101 Millinery
- 102 Family clothing stores
- 103 Jeans stores
- 104 Unisex clothing stores
- 105 Miscellaneous apparel and accessory stores
- 106 Work clothing

- 107 Sports apparel
- 108 Bathing suits
- 109 Marine apparel
- 110 Riding apparel
- 111 Western apparel
- 112 Miscellaneous apparel and accessory stores nec
- 113 Designers, apparel
- 114 Square dance apparel

### **Things to Do**

- 115 Bird sanctuaries
- 116 Aviary
- 117 Wildlife management
- 118 Wines
- 119 Sightseeing bus
- 120 Ferries
- 121 Car lighters (ferries)
- 122 Ferries operating across rivers or within harbors
- 123 Water passenger transportation
- 124 Airboats
- 125 Excursion boat operators
- 126 Sightseeing boats
- 127 Water taxis
- 128 Marinas
- 129 Sightseeing airplane service
- 130 Tour operators
- 131 Sightseeing tour companies
- 132 Tours, conducted
- 133 Hang gliders
- 134 Bars and lounges
- 135 Bar (drinking places)
- 136 Beer garden (drinking places)
- 137 Cocktail lounge
- 138 Saloon
- 139 Tavern (drinking places)
- 140 Night clubs
- 141 Cabaret
- 142 Discotheque
- 143 Cemeteries, real estate operation
- 144 Massage parlor and steam bath services
- 145 Massage parlor
- 146 Tourist information bureau
- 147 Motion picture theaters, except drive-in
- 148 Drive-in motion picture theaters
- 149 Dance hall or ballroom operation
- 150 Discotheque except those serving alcoholic beverages
- 151 Performing arts center production
- 152 Opera company
- 153 Symphony orchestra
- 154 Bowling centers
- 155 Baseball club professional and semi-professional
- 156 Basketball club
- 157 Football club
- 158 Ice hockey club

159	Boxing and wrestling arena
160	Sports field or stadium operator promoting sports events
161	Racing, including track operation
162	Motor vehicle racing and drivers
163	Motorcycle racing
164	Stock car racing
165	Boat racing
166	Race track operation
167	Auto race track operation
168	Dog race track operation
169	Dragstrip operation
170	Horse race track operation
171	Dog racing
172	Harness horse racing
173	Thoroughbred horse racing
174	Physical fitness facilities
175	Physical fitness clubs with training equipment
176	Athletic club and gymnasiums, membership
177	Health club
178	Spas
179	Weight reducing clubs
180	Exercise facilities
181	Exercise salon
182	Public golf courses
183	Arcades
184	Amusement arcade
185	Video game arcade
186	Gambling establishments operating coin-operated machines
187	Amusement parks
188	Kiddie park
189	Theme park, amusement
190	Tennis services and professionals
191	Tennis club, non-membership
192	Tennis courts outdoor/indoor: non-membership
193	Golf services and professionals
194	Golf driving range
195	Miniature golf course operation
196	Handball courts, non-membership
197	Racquetball club, non-membership
198	Squash club, non-membership
199	Bicycle and motorcycle rental services
200	Bicycle rental
201	Motorcycle rental
202	Ice skating rink operation
203	Roller skating rink operation
204	Shooting facilities and archery lanes
205	Shooting gallery
206	Shooting range operation
207	Skeet shooting facility
208	Trapshooting facility, non-membership
209	Bingo hall
210	Diving instruction, underwater
211	Gymnastic instruction, non-membership
212	Scuba and skin diving instruction

213 Surfing instruction  
214 Yoga instruction  
215 Riding stable  
216 Rodeo operation  
217 Saddlehorse rental  
218 Beach and water sports equipment rental and services  
219 Fishing lakes and piers, operation  
220 Surfing equipment rental  
221 Swimming pool, non-membership  
222 Tourist attractions amusement park concessions and rides  
223 Cave operation  
224 Go-cart raceway operation and rentals  
225 Ski rental concession  
226 Tourist attraction, commercial  
227 Waterslide operation  
228 Wave pool operation  
229 Wax museum, commercial  
230 Zoological garden, commercial  
231 Hot air balloon rides  
232 Tour and guide services  
233 Rafting tours  
234 Baseball batting cage  
235 Night club not serving alcoholic beverages  
236 Colleges and universities  
237 University  
238 Libraries  
239 Specialized libraries  
240 Law library  
241 Medical library  
242 Religious library  
243 College and military post libraries  
244 College or university library  
245 Junior college library  
246 Military post library  
247 General public libraries  
248 Government library  
249 Lending library  
250 Public library  
251 Museums and art galleries  
252 Art gallery, noncommercial  
253 Arts or science center  
254 Historical society  
255 Museum  
256 Planetarium  
257 Botanical and zoological gardens  
258 Aquariums and zoological gardens  
259 Animal and reptile exhibit  
260 Aquarium  
261 Zoological garden, noncommercial  
262 Arboreta and botanical gardens  
263 Arboretum  
264 Botanical garden  
265 Churches, temples, and shrines  
266 Assembly of God Church

267	Baptist Church
268	Buddhist temple
269	Catholic Church
270	Church of Christ
271	Church of God
272	Episcopal Church
273	Inter-denominational church
274	Lutheran Church
275	Mennonite Church
276	Methodist Church
277	Church of Jesus Christ of Latter Day Saints (Mormon Church)
278	Non-denominational church
279	Pentecostal Church
280	Presbyterian Church
281	Synagogue



## **HISTORICAL PACKAGE**

- 1980 Census in 2000 Geography
- 1990 Census in 2000 Geography
- 2000, 2007 and 2012 more detailed Population, Education, Households, and Dwellings including 2007 Household Assets, Debts & Net Worth

### **1980 Census in 2000 Geography**

1	Population in group quarters
2	Population in non-family households
3	Population in families
4	Race: White
5	Race: Black
6	Race: American Indian Eskimo or Aleut
7	Race: Asian or Pacific Islander
8	Race: Other
9	Persons of Hispanic Origin
10	Age: 0 - 4 Years old
11	Age: 5 - 13 Years old
12	Age: 14- 17 Years old
13	Age: 18 - 20 Years old
14	Age: 21 - 24 Years old
15	Age: 25 - 34 Years old
16	Age: 35 - 44 Years old
17	Age: 45 - 54 Years old
18	Age: 55 - 64 Years old
19	Age: 65 Years and over
20	Median Age

21	Males 0 - 13 years old
22	Males 14 - 20 years old
23	Males 21 - 34 years old
24	Males 35 - 44 years old
25	Males 45 - 64 years old
26	Males 65 years and over
27	Median Age Male
28	Females Age < 13
29	Females Age 14-20
30	Females Age 21-34
31	Females Age 35-44
32	Females Age 45-64
33	Females Age > 65
34	Median Age Female
35	Males
36	Females
37	1 Person households
38	2 Person households
39	3 - 4 Person households
40	5+ Person households
41	Average Household Size
42	Average Family Size
43	Families
44	Non-Family Households
45	Owner-occupied units
46	Renter-occupied units
47	Aggregate Income
48	Aggregate Family Income
49	Aggregate Non Family Income
50	Aggregate Group Quarters Income
51	Household Income <\$4999
52	Household Income \$5000 - \$9999
53	Household Income \$10000 - \$14999
54	Household Income \$15000 - \$20009
55	Household Income \$20000 - \$29999
56	Household Income \$30000 - \$34999
57	Household Income \$35000 - \$39999
58	Household Income \$40000 - \$49999
59	Household Income \$50000 - \$59999
60	Household Income \$60000 - \$74999
61	Household Income \$75000 - \$99999
62	Household Income \$100000 or more
63	Family Income <\$4999
64	Family Income \$5000 - \$9999
65	Family Income \$10000 - \$14999
66	Family Income \$15000 - \$20009
67	Family Income \$20000 - \$29999
68	Family Income \$30000 - \$34999
69	Family Income \$35000 - \$39999
70	Family Income \$40000 - \$49999
71	Family Income \$50000 - \$59999
72	Family Income \$60000 - \$74999
73	Family Income \$75000 - \$99999
74	Family Income \$100000 or more

75	Non-Family Income < \$5000
76	Non-Family Income \$5000-\$9999
77	Non-Family Income \$10000-\$14999
78	Non-Family Income \$15000-\$20009
79	Non-Family Income \$20000-\$24999
80	Non-Family Income \$25000-\$29999
81	Non-Family Income \$30000-\$34999
82	Non-Family Income \$35000-\$39999
83	Non-Family Income \$40000-\$49999
84	Non-Family Income \$50000-\$74999
85	Non-Family Income \$75000-\$99999
86	Non-Family Income > \$100000
87	Average Household Income
88	Average Family Income
89	Median Household Income
90	Median Family Income
91	Per Capita Income

## 1990 Census in 2000 Geography

1	Persons in Families
2	Persons In Group Quarters
3	Persons in Non-Family Households
4	Institutionalized Total
5	Other Total
6	White Male Population By Age
7	Median Age White Males
8	White Female Population by Age
9	Median Age White Females
10	Black Male Population by Age
11	Median Age Black Males
12	Black Female Population by Age
13	Median Age Black Females
14	American Indian Male Population by Age
15	Median Age American Indian Males
16	American Indian Female Population by Age
17	Median Age American Indian Females
18	Median Age Other Race Males
19	Other Race Female Population by Age
20	Median Age Other Race Females
21	Asian Male Population by Age
22	Median Age Asian/Pacific Islander Males
23	Asian Female Population by Age
24	Median Age Asian/Pacific Islander Females
25	Age By Hispanic Origin
26	Hispanic Male Population by Age
27	Median Age Hispanic Males
28	Hispanic Female Population by Age
29	Median Age Hispanic Females
30	Population, Male
31	Population, Female
32	Race, White

33 Race, Black  
 34 Race: Asian or Pacific Islander  
 35 Race, Other Race  
 36 Race: American Indian, Eskimo, or Aleut  
 37 Hispanic Origin  
 38 Not of Hispanic Origin  
 39 Hispanic, Race: White  
 40 Median Age  
 41 Population: Male, Age 0 - 5  
 42 Population: Male, Age 6 – 11  
 43 Population: Male, Age 12-17  
 44 Population: Male, Age 18 – 24  
 45 Population: Male, Age 25-34  
 46 Population: Male, Age 35- 44  
 47 Population: Male, Age 45- 54  
 48 Population: Male, Age 55- 64  
 49 Population: Male, Age 65- 74  
 50 Population: Male, Age 75-84  
 51 Population: Male, Age 85+  
 52 Median Age: Males  
 53 Population: Female, Age 0- 5  
 54 Population: Female, Age 6- 11  
 55 Population: Female, Age 12- 17  
 56 Population: Female, Age 18- 24  
 57 Population: Female, Age 25- 34  
 58 Population: Female, Age 35- 44  
 59 Population: Female, Age 45- 54  
 60 Population: Female, Age 55- 64  
 61 Population: Female, Age 65- 74  
 62 Population: Female, Age 75- 84  
 63 Population: Male, Age 85+  
 64 Median Age: Males  
 65 Population Male, 15+ Yrs  
 66 Males, Never Married  
 67 Males, Now Married, Excluding Separated  
 68 Males, Separated  
 69 Males, Widowed  
 70 Males, Divorced  
 71 Population Female, 15+ Yrs  
 72 Females, Never Married  
 73 Females, Now Married, Excluding Separated  
 74 Females, Separated  
 75 Females, Widowed  
 76 Females, Divorced  
 77 Single  
 78 Multiple  
 79 Unclassified  
 80 Unreported  
 81 Arab  
 82 Austrian  
 83 Belgian  
 84 Canadian  
 85 Czech  
 86 Danish

87	Dutch
88	English
89	Finnish
90	French (except Basque)
91	French Canadian
92	German
93	Greek
94	Hungarian
95	Irish
96	Italian
97	Lithuanian
98	Norwegian
99	Polish
100	Portuguese
101	Romanian
102	Russian
103	Scotch-Irish
104	Scottish
105	Slovak
106	Subsaharan African
107	Swedish
108	Swiss
109	Ukrainian
110	United States or American
111	Welsh
112	West Indian (excluding Hispanic origin groups)
113	Yugoslavian
114	Race or Hispanic origin groups
115	Other groups
116	Unclassified or not reported
117	Year of Entry, 1987 to 1990
118	Year of Entry, 1985 to 1986
119	Year of Entry, 1982 to 1984
120	Year of Entry, 1980 to 1981
121	Year of Entry, 1975 to 1979
122	Year of Entry, 1970 to 1974
123	Year of Entry, 1965 to 1969
124	Year of Entry, 1960 to 1964
125	Year of Entry, 1950 to 1959
126	Year of Entry, < 1950
127	Population Age 25+ Years
128	Less than 9th grade
129	9th to 12th grade, no diploma
130	High school graduate
131	Some College, no degree
132	Associate degree
133	Bachelor's degree
134	Graduate or profession degree
135	Median School Years
136	Families
137	White Householder
138	Black Householder
139	American Indian/Eskimo/Aleut Householder
140	Asian/Pacific Islander Householder

141 Other Race Householder  
 142 Hispanic Householder  
 143 With Children: Married Couple Family  
 144 With Children: Lone Male Householder Family  
 145 With Children: Lone Female Householder Family  
 146 With Children: Non-Family Male Householder  
 147 With Children: Non-Family Female Householder  
 148 Without Children: Married Couple Family  
 149 Without Children: Lone Male Householder Family  
 150 Without Children: Lone Female Householder Family  
 151 Without Children: Non-Family Male Householder  
 152 Without Children: Non-Family Female Householder  
 153 2 Persons  
 154 3 Persons  
 155 4 Persons  
 156 5 Persons  
 157 6 Persons  
 158 7+ Persons  
 159 Family Household: 15-24 yrs  
 160 Family Household: 25-34 yrs  
 161 Family Household: 35-44 yrs  
 162 Family Household: 45-54 yrs  
 163 Family Household: 55-64 yrs  
 164 Family Household: 65-74 yrs  
 165 Family Household: 75+ yrs  
 166 Householder 15-24 Yrs  
 167 Householder 25 – 34 yrs  
 168 Householder 35 – 44 yrs  
 169 Householder 45 – 54 yrs  
 170 Householder 55 – 64 yrs  
 171 Householder 65 – 74 yrs  
 172 Householder 75+ yrs  
 173 1 Person Households  
 174 2 Person Households  
 175 3 Person Households  
 176 4 Person Households  
 177 5 Person Households  
 178 6 Person Households  
 179 7+ Person Households  
 180 Household – Occupied: None  
 181 Household – Occupied: 1  
 182 Household – Occupied: 2  
 183 Household – Occupied: 3  
 184 Household – Occupied: 4  
 185 Household – Occupied: 5+  
 186 Housing Units  
 187 Units, Occupied  
 188 Units, Vacant  
 189 Units, Owner-Occupied  
 190 Units, Renter-Occupied  
 191 With A Mortgage  
 192 Without A Mortgage  
 193 Dwelling Value: < \$19,999  
 194 Dwelling Value: \$20,000-\$39,999

195 Dwelling Value: \$40,000-\$59,999  
 196 Dwelling Value: \$60,000-\$74,999  
 197 Dwelling Value: \$75,000-\$99,999  
 198 \$100,000-\$124,999  
 199 \$125,000-\$149,999  
 200 \$150,000-\$174,999  
 201 \$175,000-\$199,999  
 202 \$200,000-\$249,999  
 203 \$250,000-\$299,999  
 204 \$300,000-\$399,999  
 205 \$400,000-\$499,999  
 206 \$500,000+  
 207 Median Value: Owner Occupied Units  
 208 Median Rent: Renter Occupied Units  
 209 Units In Structure: 1, Detached  
 210 Units In Structure: 1, Attached  
 211 Units In Structure: 2  
 212 Units In Structure: 3-4  
 213 Units In Structure: 5-9  
 214 Units In Structure: 10-19  
 215 Units In Structure: 20-49  
 216 Units In Structure: 50 or more  
 217 Units In Structure: Mobile Home or Trailer  
 218 Units In Structure: Other  
 219 Same house in 1985  
 220 Different House, Same County  
 221 Different County, Same State  
 222 Different State, Northeast  
 223 Different State, Midwest  
 224 Different State, South  
 225 Different State, West  
 226 Abroad, Puerto Rico  
 227 Abroad, U.S. outlying area  
 228 Abroad, Foreign country  
 229 1989 to March 1990  
 230 1985 to 1988  
 231 1980 to 1984  
 232 1970 to 1979  
 233 1960 to 1969  
 234 1950 to 1959  
 235 1940 to 1949  
 236 < 1939  
 237 Household Occupied: 1989 to March 1990  
 238 Household Occupied: 1985 to 1988  
 239 Household Occupied: 1980 to 1988  
 240 Household Occupied: 1970 to 1979  
 241 Household Occupied: 1960 to 1969  
 242 Household Occupied: < 1959  
 243 Stability (5 Year) Percentage  
 244 Turnover (1 Year) Percentage  
 245 Aggregate Income Families  
 246 Aggregate Income Non-Family Hhlds  
 247 Income, Under 25 Yrs: < \$14,999  
 248 Income, Under 25 Yrs: \$15,000-24,999

249 Income, Under 25 Yrs: \$25,000-34,999  
250 Income, Under 25 Yrs: \$35,000-49,999  
251 Income, Under 25 Yrs: \$50,000-74,999  
252 Income, Under 25 Yrs: \$75,000-99,999  
253 Income, Under 25 Yrs: \$100,000+  
254 Income, 25 – 34 Yrs: < \$14,999  
255 Income, 25-34 Yrs: \$15,000-24,999  
256 Income, 25-34 Yrs: \$25,000-34,999  
257 Income, 25-34 Yrs: \$35,000-49,999  
258 Income, 25-34 Yrs: \$50,000-74,999  
259 Income, 25-34 Yrs: \$75,000-99,999  
260 Income, 25-34 Yrs: \$100,000+  
261 Income, 35 – 44 Yrs: < \$14,999  
262 Income, 35-44 Yrs: \$15,000-24,999  
263 Income, 35-44 Yrs: \$25,000-34,999  
264 Income, 35-44 Yrs: \$35,000-49,999  
265 Income, 35-44 Yrs: \$50,000-74,999  
266 Income, 35-44 Yrs: \$75,000-99,999  
267 Income, 35-44 Yrs: \$100,000+  
268 Income, 45 – 54 Yrs: < \$14,999  
269 Income, 45-54 Yrs: \$15,000-24,999  
270 Income, 45-54 Yrs: \$25,000-34,999  
271 Income, 45-54 Yrs: \$35,000-49,999  
272 Income, 45-54 Yrs: \$50,000-74,999  
273 Income, 45-54 Yrs: \$75,000-99,999  
274 Income, 45-54 Yrs: \$100,000+  
275 Income, 55 – 64 Yrs: < \$14,999  
276 Income, 55-64 Yrs: \$15,000-24,999  
277 Income, 55-64 Yrs: \$25,000-34,999  
278 Income, 55-64 Yrs: \$35,000-49,999  
279 Income, 55-64 Yrs: \$50,000-74,999  
280 Income, 55-64 Yrs: \$75,000-99,999  
281 Income, 55-64 Yrs: \$100,000+  
282 Income, 65 – 74 Yrs: < \$14,999  
283 Income, 65-74 Yrs: \$15,000-24,999  
284 Income, 65-74 Yrs: \$25,000-34,999  
285 Income, 65-74 Yrs: \$35,000-49,999  
286 Income, 65-74 Yrs: \$50,000-74,999  
287 Income, 65-74 Yrs: \$75,000-99,999  
288 Income, 65-74 Yrs: \$100,000+  
289 Income, 75+ Yrs: < 14,999  
290 Income, 75+ Yrs: \$10,000-14,999  
291 Income, 75+ Yrs: \$15,000-24,999  
292 Income, 75+ Yrs: \$25,000-34,999  
293 Income, 75+ Yrs: \$35,000-49,999  
294 Income, 75+ Yrs: \$50,000-74,999  
295 Income, 75+ Yrs: \$75,000-99,999  
296 Income, 75+ Yrs: \$100,000+  
297 Non-Family Income: < \$9,999  
298 Non-Family Income: \$10,000 - \$14,999  
299 Non-Family Income: \$15,000 - \$24,999  
300 Non-Family Income: \$25,000 - \$34,999  
301 Non-Family Income: \$35,000 - \$49,999  
302 Non-Family Income: \$ 50,000 - \$74,999

303 Non-Family Income: \$75,000-99,999  
 304 Non-Family Income: \$100,000-124,999  
 305 Non-Family Income: \$125,000-149,999  
 306 Non-Family Income: \$150,000+  
 307 Household Income < \$10K  
 308 Household Income 10-15K  
 309 Household Income 15 – 25K  
 310 Household Income 25 – 35K  
 311 Household Income 35 – 50K  
 312 Household Income 50 – 75K  
 313 Household Income 75-100K  
 314 Household Income 100-125K  
 315 Household Income 125-150K  
 316 Household Income > 150K  
 317 Family Income: < \$9,999  
 318 Family Income: \$10,000 - \$14,999  
 319 Family Income: \$15,000 - \$24,999  
 320 Family Income: \$25,000 - \$34,999  
 321 Family Income: \$35,000 - \$49,999  
 322 Family Income: \$ 50,000 - \$74,999  
 323 Family Income : \$75,000-99,999  
 324 Family Income : \$100,000-124,999  
 325 Family Income : \$125,000-149,999  
 326 Family Income : \$150,000+  
 327 Median Household Income  
 328 Median Family Income  
 329 Average Household Income  
 330 Average Family Income  
 331 Per Capita Income  
 332 Age 16+ Yrs  
 333 Employed Persons 16+ Yrs  
 334 < 15 minutes  
 335 15 – 29 minutes  
 336 30 – 59 minutes  
 337 60+ minutes  
 338 Worked at home  
 339 Car, Truck or Van  
 340 Public Trans  
 341 Other  
 342 Worked at home  
 343 Male: In Armed Forces  
 344 Male: Civilian Employed  
 345 Male: Civilian Unemployed  
 346 Male: Not in labor force  
 347 Female: In Armed Forces  
 348 Female: Civilian Employed  
 349 Female: Civilian Unemployed  
 350 Female: Not in labor force  
 351 Agriculture, forestry, fisherie & Mining  
 352 Construction  
 353 Manufacturing  
 354 Transportation  
 355 Communications & other public utilities  
 356 Wholesale trade

357	Retail trade
358	Finance, insurance, & real estate
359	Business & repair services
360	Personal services
361	Entertainment & recreation services
362	Health services
363	Educational services
364	Other professional & related services
365	Public administration
366	Total White Collar Employment
367	Total Blue Collar Employment

## 2000 Census Data

1	Median Age: Adults 18+
2	Median Age: Adult Male 18+
3	Median Age: Adult Female 18+
4	Population, Hispanic or Latino
5	Population, Not Hispanic or Latino
6	Non Hispanic White Alone
7	Non Hispanic Black Alone
8	Non Hispanic Asian Alone
9	Non Hispanic: Other
10	Hispanic White Alone
11	Hispanic Black Alone
12	Hispanic Asian Alone
13	Hispanic: Other
14	Householders in Family Households
15	Male Householders in Family Households
16	Female Householders in Family Households
17	Spouse in Family Households
18	Children in Family Households
19	Natural Born or Adopted Children in Family Households
20	Step Children in Family Households
21	Grandchildren in Family Households
22	Brother or Sister in Family Households
23	Parent in Family Households
24	Other Relatives in Family Households
25	Non-Relatives in Family Households
26	Male Householders in Non-Family Households
27	Male Householders Living Alone
28	Male Householders Not Living Alone in Non-Family Households
29	Female Householders in Non-Family Households
30	Female Householders Living Alone
31	Female Householders Not Living Alone in Non-Family Households
32	Non Relatives in Non Family Households
33	Group Quarters Population: in Correctional Institutions
34	Group Quarters Population: in Nursing Homes
35	Group Quarters Population: in Other Institutions
36	Group Quarters Population: In College Dormitories and College Qu
37	Group Quarters Population: Military Quarters
38	Group Quarters Population: Other Non-Institutional
39	Educational Attainment Age 25+ male: No schooling completed

40 Educational Attainment Age 25+ male: Nursery-4th grade  
41 Educational Attainment Age 25+ male: 5th-6th grade  
42 Educational Attainment Age 25+ male: 7th-8th grade  
43 Educational Attainment Age 25+ male: 9th grade  
44 Educational Attainment Age 25+ male: 10th grade  
45 Educational Attainment Age 25+ male: 11th grade  
46 Educational Attainment Age 25+; male: 11th grade no diploma  
47 Educational Attainment Age 25+; male: High school graduate (includes equivalency)  
48 Educational Attainment Age 25+; male: Some college < 1 yr  
49 Educational Attainment Age 25+; male: Some college 1+ years no degree  
50 Educational Attainment Age 25+; male: Associate degree  
51 Educational Attainment Age 25+; male: Bachelor's degree  
52 Educational Attainment Age 25+; male: Master's degree  
53 Educational Attainment Age 25+; male: Professional school degree  
54 Educational Attainment Age 25+; male: Doctorate degree  
55 Educational Attainment Age 25+; Female: No schooling completed  
56 Educational Attainment Age 25+; Female: Nursery to 4th grade  
57 Educational Attainment Age 25+; Female: 5th and 6th grade  
58 Educational Attainment Age 25+; Female: 7th and 8th grade  
59 Educational Attainment Age 25+; Female: 9th grade  
60 Educational Attainment Age 25+; Female: 10th grade  
61 Educational Attainment Age 25+; Female: 11th grade  
62 Educational Attainment Age 25+; Female: 11th grade no diploma  
63 Educational Attainment Age 25+; Female: High school graduate (includes equivalency)  
64 Educational Attainment Age 25+; Female: Some college less than 1 year  
65 Educational Attainment Age 25+; Female: Some college 1 + years no degree  
66 Educational Attainment Age 25+; Female: Associate degree  
67 Educational Attainment Age 25+; Female: Bachelor's degree  
68 Educational Attainment Age 25+; Female: Master's degree  
69 Educational Attainment Age 25+; Female: Professional school degree  
70 Educational Attainment Age 25+; Female: Doctorate degree  
71 Place of Birth: Citizen Born in Puerto Rico  
72 Place of Birth: Citizen Born in US Island Areas  
73 Place of Birth: Citizen Born Abroad of American Parents  
74 Total Foreign Born Population  
75 Year of Entry of Foreign-Born Population: 1995 to March 2000  
76 Year of Entry of Foreign-Born Population: 1990 to 1994  
77 Year of Entry of Foreign-Born Population: 1985 to 1989  
78 Year of Entry of Foreign-Born Population: 1980 to 1984  
79 Year of Entry of Foreign-Born Population: 1975 to 1979  
80 Year of Entry of Foreign-Born Population: 1970 to 1974  
81 Year of Entry of Foreign-Born Population: 1965 to 1969  
82 Year of Entry of Foreign-Born Population: Before 1965  
83 Population: Owner occupied housing units  
84 Population: Renter occupied housing units  
85 1 Person Households  
86 1 Person Male Householder  
87 1 Person Female Householder  
88 2 or more person households  
89 Non-Hispanic Householder  
90 Non-Hispanic White Householder  
91 Non-Hispanic Black Householder  
92 Non-Hispanic Asian Householder  
93 Non-Hispanic Other

94	Hispanic Householder
95	Hispanic White Householder
96	Hispanic Black Householder
97	Hispanic Asian Householder
98	Hispanic Other
99	Households with Children
100	Households with Children: Family Households
101	Households with Children: Married Couple Family
102	Households with Children: Other Family
103	Households with Children: Male Householder No Wife Present
104	Households with Children: Female Householder No Husband Present
105	Households with Children: Non Family Households
106	Households with Children: Non-Family Male Householder
107	Households with Children: Non Family Female Householder
108	Households without Children
109	Households without Children: Family Households
110	Households without Children: Married Couple Family
111	Households without Children: Other Family
112	Households without Children: Male Householder No Wife Present
113	Households without Children: Female Householder No Husband Present
114	Households without Children: Non Family Households
115	Households without Children: Non-Family Male Householder
116	Households without Children: Non Family Female Householder
117	Owner Occupied: Householder Age 15 to 24
118	Owner Occupied: Householder Age 25 to 34
119	Owner Occupied: Householder Age 35 to 44
120	Owner Occupied: Householder Age 45 to 54
121	Owner Occupied: Householder Age 55 to 64
122	Owner Occupied: Householder Age 65 to 74
123	Owner Occupied: Householder Age 75 to 84
124	Owner Occupied: Householder Age 85+
125	Renter Occupied: Householder Age 15 to 24
126	Renter Occupied: Householder Age 25 to 34
127	Renter Occupied: Householder Age 35 to 44
128	Renter Occupied: Householder Age 45 to 54
129	Renter Occupied: Householder Age 55 to 64
130	Renter Occupied: Householder Age 65 to 74
131	Renter Occupied: Householder Age 75 to 84
132	Renter Occupied: Householder Age 85+
133	Residence in 1995: Same house in 1995
134	Residence in 1995: Same county
135	Residence in 1995: Same state
136	Residence in 1995: Northeast
137	Residence in 1995: Midwest
138	Residence in 1995: South
139	Residence in 1995: West
140	Residence in 1995: In Puerto Rico in 1995:
141	Residence in 1995: U.S. Island Areas
142	Residence in 1995: Foreign country or at sea
143	Vehicles Available by Tenure: Owner Occupied No vehicle available
144	Vehicles Available by Tenure: Owner Occupied 1 vehicle available
145	Vehicles Available by Tenure: Owner Occupied 2 vehicles available
146	Vehicles Available by Tenure: Owner Occupied 3 vehicles available
147	Vehicles Available by Tenure: Owner Occupied 4 vehicles available

148 Vehicles Available by Tenure: Owner Occupied 5 or more vehicles available  
149 Vehicles Available by Tenure: Renter Occupied No vehicle available  
150 Vehicles Available by Tenure: Renter Occupied 1 vehicle available  
151 Vehicles Available by Tenure: Renter Occupied 2 vehicles available  
152 Vehicles Available by Tenure: Renter Occupied 3 vehicles available  
153 Vehicles Available by Tenure: Renter Occupied 4 vehicles available  
154 Vehicles Available by Tenure: Renter Occupied 5 or more vehicles available  
155 Aggregate number of vehicles available: Owner occupied  
156 Aggregate number of vehicles available: Renter occupied  
157 Aggregate Household Income < \$200000  
158 Aggregate Household Income > \$200000  
159 Aggregate Family Income of Families with Income Less than \$200000  
160 Aggregate Family Income of Families with Income \$200000 or more  
161 Aggregate Non-Family Less than \$200000  
162 Aggregate Non-Family \$200000 or more  
163 Aggregate Income in 1999 of Population 15+ Years  
164 Aggregate Earnings in 1999: male  
165 Aggregate Earnings in 1999: Female  
166 Males Age 16+ With Earnings \$1 to \$2499 or loss  
167 Males Age 16+ With Earnings \$2500 to \$4999  
168 Males Age 16+ With Earnings \$5000 to \$7499  
169 Males Age 16+ With Earnings \$7500 to \$9999  
170 Males Age 16+ With Earnings \$10000 to \$12499  
171 Males Age 16+ With Earnings \$12500 to \$14999  
172 Males Age 16+ With Earnings \$15000 to \$17499  
173 Males Age 16+ With Earnings \$17500 to \$19999  
174 Males Age 16+ With Earnings \$20000 to \$22499  
175 Males Age 16+ With Earnings \$22500 to \$24999  
176 Males Age 16+ With Earnings \$25000 to \$29999  
177 Males Age 16+ With Earnings \$30000 to \$34999  
178 Males Age 16+ With Earnings \$35000 to \$39999  
179 Males Age 16+ With Earnings \$40000 to \$44999  
180 Males Age 16+ With Earnings \$45000 to \$49999  
181 Males Age 16+ With Earnings \$50000 to \$54999  
182 Males Age 16+ With Earnings \$55000 to \$64999  
183 Males Age 16+ With Earnings \$65000 to \$74999  
184 Males Age 16+ With Earnings \$75000 to \$99999  
185 Males Age 16+ With Earnings \$100000 or more  
186 Females Age 16+ With Earnings \$1 to \$2499 or loss  
187 Females Age 16+ With Earnings \$2500 to \$4999  
188 Females Age 16+ With Earnings \$5000 to \$7499  
189 Females Age 16+ With Earnings \$7500 to \$9999  
190 Females Age 16+ With Earnings \$10000 to \$12499  
191 Females Age 16+ With Earnings \$12500 to \$14999  
192 Females Age 16+ With Earnings \$15000 to \$17499  
193 Females Age 16+ With Earnings \$17500 to \$19999  
194 Females Age 16+ With Earnings \$20000 to \$22499  
195 Females Age 16+ With Earnings \$22500 to \$24999  
196 Females Age 16+ With Earnings \$25000 to \$29999  
197 Females Age 16+ With Earnings \$30000 to \$34999  
198 Females Age 16+ With Earnings \$35000 to \$39999  
199 Females Age 16+ With Earnings \$40000 to \$44999  
200 Females Age 16+ With Earnings \$45000 to \$49999  
201 Females Age 16+ With Earnings \$50000 to \$54999

202 Females Age 16+ With Earnings \$55000 to \$64999  
 203 Females Age 16+ With Earnings \$65000 to \$74999  
 204 Females Age 16+ With Earnings \$75000 to \$99999  
 205 Females Age 16+ With Earnings \$100000 or more  
 206 Median Income; Hhld Age <25  
 207 Median Income; Hhld Age 25-34  
 208 Median Income; Hhld Age 35-44  
 209 Median Income; Hhld Age 45-54  
 210 Median Income; Hhld Age 55-64  
 211 Median Income; Hhld Age 65-74  
 212 Median Income; Hhld Age 75+  
 213 White Population: Below Poverty Level  
 214 White Population: Above Poverty Level  
 215 Black Population: Below Poverty Level  
 216 Black Population: Above Poverty Level  
 217 Asian Population: Below Poverty Level  
 218 Asian Population: Above Poverty Level  
 219 Other Population: Below Poverty Level  
 220 Other Population: Above the Poverty Level  
 221 Hispanic Population: Below Poverty Level  
 222 Hispanic Population: Above Poverty Level  
 223 White Non-Hispanic Population: Below Poverty Level  
 224 White Non-Hispanic Population: Above Poverty Level  
 225 Population Below 1999 Poverty Level: Age Under 5 years  
 226 Population Below 1999 Poverty Level: Age 5 years  
 227 Population Below 1999 Poverty Level: Age 6 to 11 years  
 228 Population Below 1999 Poverty Level: Age 11 to 17 years  
 229 Population Below 1999 Poverty Level: Age 18 to 64 years  
 230 Population Below 1999 Poverty Level: Age 65 to 74 years  
 231 Population Below 1999 Poverty Level: Age 75 years and over  
 232 Population Above 1999 Poverty Level: Age Under 5 years  
 233 Population Above 1999 Poverty Level: Age 5 years  
 234 Population Above 1999 Poverty Level: Age 6 to 11 years  
 235 Population Above 1999 Poverty Level: Age 11 to 17 years  
 236 Population Above 1999 Poverty Level: Age 18 to 64 years  
 237 Population Above 1999 Poverty Level: Age 65 to 74 years  
 238 Population Above 1999 Poverty Level: Age 75 years and over  
 239 Occupation By Sex Male Management occupations except farmers and farm managers  
 240 Occupation By Sex Male Farmers and farm managers  
 241 Occupation By Sex Male Business operations specialists  
 242 Occupation By Sex Male Financial specialists  
 243 Occupation By Sex Male Computer and mathematical occupations  
 244 Occupation By Sex Male Architects surveyors cartographers and engineers  
 245 Occupation By Sex Male Drafters engineering and mapping technicians  
 246 Occupation By Sex Male Life physical and social science occupations  
 247 Occupation By Sex Male Community and social services occupations  
 248 Occupation By Sex Male Legal occupations  
 249 Occupation By Sex Male Education training and library occupations  
 250 Occupation By Sex Male Arts design entertainment sports and media occupations  
 251 Occupation By Sex Male Health diagnosing and treating practitioners and technical occupations  
 252 Occupation By Sex Male Health technologists and technicians  
 253 Occupation By Sex Male Healthcare support occupations  
 254 Occupation By Sex Male Fire fighting prevention and law enforcement workers including supervisors  
 255 Occupation By Sex Male Other protective service workers including supervisors

256 Occupation By Sex Male Food preparation and serving related occupations  
 257 Occupation By Sex Male Building and grounds cleaning and maintenance occupations  
 258 Occupation By Sex Male Personal care and service occupations  
 259 Occupation By Sex Male Sales and related occupations  
 260 Occupation By Sex Male Office and administrative support occupations  
 261 Occupation By Sex Male Farming fishing and forestry occupations  
 262 Occupation By Sex Male Supervisors construction and extraction workers  
 263 Occupation By Sex Male Construction trades workers  
 264 Occupation By Sex Male Extraction workers  
 265 Occupation By Sex Male Installation maintenance and repair occupations  
 266 Occupation By Sex Male Production occupations  
 267 Occupation By Sex Male Supervisors transportation and material moving workers  
 268 Occupation By Sex Male Aircraft and traffic control occupations  
 269 Occupation By Sex Male Motor vehicle operators  
 270 Occupation By Sex Male Rail water and other transportation occupations  
 271 Occupation By Sex Male Material moving workers  
 272 Occupation By Sex Female Management occupations except farmers and farmmanagers  
 273 Occupation By Sex Female Farmers and farm managers  
 274 Occupation By Sex Female Business operations specialists  
 275 Occupation By Sex Female Financial specialists  
 276 Occupation By Sex Female Computer and mathematical occupations  
 277 Occupation By Sex Female Architects surveyors cartographers and engineers  
 278 Occupation By Sex Female Drafters engineering and mapping technicians  
 279 Occupation By Sex Female Life physical and social science occupations  
 280 Occupation By Sex Female Community and social services occupations  
 281 Occupation By Sex Female Legal occupations  
 282 Occupation By Sex Female Education training and library occupations  
 283 Occupation By Sex Female Arts design entertainment sports and media occupations  
 284 Occupation By Sex Female Health diagnosing and treating practitioners and technical occupations  
 285 Occupation By Sex Female Health technologists and technicians  
 286 Occupation By Sex Female Healthcare support occupations  
 287 Occupation By Sex Female Fire fighting prevention and law enforcement workers including supervisors  
 288 Occupation By Sex Female Other protective service workers including supervisors  
 289 Occupation By Sex Female Food preparation and serving related occupations  
 290 Occupation By Sex Female Building and grounds cleaning and maintenance occupations  
 291 Occupation By Sex Female Personal care and service occupations  
 292 Occupation By Sex Female Sales and related occupations  
 293 Occupation By Sex Female Office and administrative support occupations  
 294 Occupation By Sex Female Farming fishing and forestry occupations  
 295 Occupation By Sex Female Supervisors construction and extraction workers  
 296 Occupation By Sex Female Construction trades workers  
 297 Occupation By Sex Female Extraction workers  
 298 Occupation By Sex Female Installation maintenance and repair occupations  
 299 Occupation By Sex Female Production occupations  
 300 Occupation By Sex Female Supervisors transportation and material moving workers  
 301 Occupation By Sex Female Aircraft and traffic control occupations  
 302 Occupation By Sex Female Motor vehicle operators  
 303 Occupation By Sex Female Rail water and other transportation occupations  
 304 Occupation By Sex Female Material moving workers  
 305 Disability: Total Tallied  
 306 Disability; Total Tallied Age 5-15: Total  
 307 Disability; Total Tallied Age 16-64: Total  
 308 Disability; Total Tallied Age 65+: Total disabilities tallied for people 65 years and over:  
 309 Workers in family: Married couple with No workers

310 Workers in family: Married couple with 1 worker  
311 Workers in family: Married couple with 2 workers  
312 Workers in family: Married couple with 3 or more workers  
313 Workers in family: Lone Male hhld with No workers  
314 Workers in family: Lone Male hhld with 1 worker  
315 Workers in family: Lone Male hhld with 2 workers  
316 Workers in family: Lone Male hhld with 3 or more workers  
317 Workers in family: Lone Female hhld with No workers  
318 Workers in family: Lone Female hhld with 1 worker  
319 Workers in family: Lone Female hhld with 2 workers  
320 Workers in family: Lone Female hhld with 3 or more workers  
321 Workers in Family: None  
322 Workers in Family: 1  
323 Workers in Family: 2  
324 Workers in Family: 3  
325 Housing Stability (5 Year)  
326 Housing Turnover (1 Year)  
327 Housing Units with a Mortgage and Second Mortgage  
328 Housing Units with a Mortgage and Home Equity Loan  
329 Housing Units with a Mortgage/Second Mortgage and Home Equity Loan  
330 Housing Units with Only a First Mortgage  
331 Housing Units without a Mortgage  
332 Units in Structure: 1; detached; Owner occupied  
333 Units in Structure: 1; attached; Owner occupied  
334 Units in Structure: 2; Owner occupied  
335 Units in Structure: 3 or 4; Owner occupied  
336 Units in Structure: 5 to 9; Owner occupied  
337 Units in Structure: 10 to 19; Owner occupied  
338 Units in Structure: 20 to 49; Owner occupied  
339 Units in Structure: 50 or more; Owner occupied  
340 Units in Structure: Mobile home; Owner occupied  
341 Units in Structure: Boat; RV; van; etc.; Owner occupied  
342 Units in Structure: 1; detached; Renter occupied  
343 Units in Structure: 1; attached; Renter occupied  
344 Units in Structure: 2; Renter occupied  
345 Units in Structure: 3 or 4; Renter occupied  
346 Units in Structure: 5 to 9; Renter occupied  
347 Units in Structure: 10 to 19; Renter occupied  
348 Units in Structure: 20 to 49; Renter occupied  
349 Units in Structure: 50 or more; Renter occupied  
350 Units in Structure: Mobile home; Renter occupied  
351 Units in Structure: Boat; RV; van; etc.; Renter occupied  
352 Home Heating Fuel: Utility gas  
353 Home Heating Fuel: Bottled tank or LP gas  
354 Home Heating Fuel: Electricity  
355 Home Heating Fuel: Fuel oil kerosene etc.  
356 Home Heating Fuel: Coal or coke  
357 Home Heating Fuel: Wood  
358 Home Heating Fuel: Solar energy  
359 Home Heating Fuel: Other fuel  
360 Home Heating Fuel: No fuel used

## 2007 Estimates

1	Housing units
2	Population: Hispanic
3	Population: Not Hispanic
4	Non Hispanic White
5	Non Hispanic Black
6	Non Hispanic Asian
7	Non Hispanic Other
8	Hispanic White
9	Hispanic Black
10	Hispanic Asian
11	Hispanic Other
12	Average Household Size
13	Average Family Size
14	Owner household no vehicle available
15	Owner household 1 vehicle available
16	Owner household 2 vehicles available
17	Owner household 3 vehicles available
18	Owner household 4 vehicles available
19	Owner household 5+ vehicles available
20	Aggregate vehicles available owner households
21	Renter household no vehicle available
22	Renter household 1 vehicle available
23	Renter household 2 vehicles available
24	Renter household 3 vehicles available
25	Renter household 4 vehicles available
26	Renter household 5+ vehicles available
27	Aggregate vehicles available renter households
28	Stability (% In Current Residence 5+ Years)
29	Turnover (% Annual Residential Turnover)
30	Average Disposable Income
31	Median Disposable Income
32	Household Disposable income <5 K
33	Household Disposable income 5-10K
34	Household Disposable income 10-15K
35	Household Disposable income 15-20K
36	Household Disposable income 20-25K
37	Household Disposable income 25-30K
38	Household Disposable income 30-35K
39	Household Disposable income 35-40K
40	Household Disposable income 40-45K
41	Household Disposable income 45-50K
42	Household Disposable income 50-55K
43	Household Disposable income 55-60K
44	Household Disposable income 60-65K
45	Household Disposable income 65-70K
46	Household Disposable income 70-75K
47	Household Disposable income 75-80K
48	Household Disposable income 80-85K
49	Household Disposable income 85-90K
50	Household Disposable income 90-95K
51	Household Disposable income 95-100K

52 Household Disposable income 100-125K  
53 Household Disposable income 125-150K  
54 Household Disposable income 150-200K  
55 Household Disposable income 200-250K  
56 Household Disposable income 250-500K  
57 Household Disposable income 500K+  
58 Family income <5 K  
59 Family income 5-10K  
60 Family income 10-15K  
61 Family income 15-20K  
62 Family income 20-25K  
63 Family income 25-30K  
64 Family income 30-35K  
65 Family income 35-40K  
66 Family income 40-45K  
67 Family income 45-50K  
68 Family income 50-55K  
69 Family income 55-60K  
70 Family income 60-65K  
71 Family income 65-70K  
72 Family income 70-75K  
73 Family income 75-80K  
74 Family income 80-85K  
75 Family income 85-90K  
76 Family income 90-95K  
77 Family income 95-100K  
78 Family income 100-125K  
79 Family income 125-150K  
80 Family income 150-200K  
81 Family income 200-250K  
82 Family income 250-500K  
83 Family income 500K+  
84 Non-Family income <5 K  
85 Non-Family income 5-10K  
86 Non-Family income 10-15K  
87 Non-Family income 15-20K  
88 Non-Family income 20-25K  
89 Non-Family income 25-30K  
90 Non-Family income 30-35K  
91 Non-Family income 35-40K  
92 Non-Family income 40-45K  
93 Non-Family income 45-50K  
94 Non-Family income 50-55K  
95 Non-Family income 55-60K  
96 Non-Family income 60-65K  
97 Non-Family income 65-70K  
98 Non-Family income 70-75K  
99 Non-Family income 75-80K  
100 Non-Family income 80-85K  
101 Non-Family income 85-90K  
102 Non-Family income 90-95K  
103 Non-Family income 95-100K  
104 Non-Family income 100-125K  
105 Non-Family income 125-150K

106 Non-Family income 150-200K  
107 Non-Family income 200-250K  
108 Non-Family income 250-500K  
109 Non-Family income 500K+  
110 Household income <5 K  
111 Household income 5-10K  
112 Household income 10-15K  
113 Household income 15-20K  
114 Household income 20-25K  
115 Household income 25-30K  
116 Household income 30-35K  
117 Household income 35-40K  
118 Household income 40-45K  
119 Household income 45-50K  
120 Household income 50-55K  
121 Household income 55-60K  
122 Household income 60-65K  
123 Household income 65-70K  
124 Household income 70-75K  
125 Household income 75-80K  
126 Household income 80-85K  
127 Household income 85-90K  
128 Household income 90-95K  
129 Household income 95-100K  
130 Household income 100-125K  
131 Household income 125-150K  
132 Household income 150-200K  
133 Household income 200-250K  
134 Household income 250-500K  
135 Household income 500K+  
136 Median Income; Hhld Age < 25  
137 Median Income; Hhld Age 25-34  
138 Median Income; Hhld Age 35-44  
139 Median Income; Hhld Age 45-54  
140 Median Income; Hhld Age 55-64  
141 Median Income; Hhld Age 65-74  
142 Median Income; Hhld Age 75+  
143 Hhlds Owning Any Financial Assets  
144 Hhlds Owning Any Non-Financial Assets  
145 Hhlds with Any Debt  
146 Hhlds Owning Transaction Accounts  
147 Hhlds Owning Certificates of Deposit  
148 Hhlds Owning Savings Bonds  
149 Hhlds Owning Bonds  
150 Hhlds Owning Stocks  
151 Hhlds Owning Mutual Funds  
152 Hhlds Owning Retirement Accounts  
153 Hhlds Owning Life Insurance with Cash Value  
154 Hhlds Owning Other Managed Assets  
155 Hhlds Owning Other Financial Assets  
156 Hhlds Owning Vehicle Assets  
157 Hhlds Owning a Primary Residence  
158 Hhlds Owning Investment Real Estate  
159 Hhlds Owning Business Assets

160	Hhlds Owning Other Non-Financial Assets
161	Hhlds Having a Mortgage Debt
162	Hhlds With Installment Payment Debt
163	Hhlds With Other Lines of Credit Debt
164	Hhlds With Credit Card Debt
165	Hhlds With Investment Real Estate Debt
166	Hhlds With Other Debt
167	% of Hhlds Owning Transaction Accounts
168	% of Hhlds Owning Certificates of Deposit
169	% of Hhlds Owning Savings Bonds
170	% of Hhlds Owning Bonds
171	% of Hhlds Owning Stocks
172	% of Hhlds Owning Mutual Funds
173	% of Hhlds Owning Retirement Accounts
174	% of Hhlds Owning Life Insurance with Cash Value
175	% of Hhlds Owning Other Managed Assets
176	% of Hhlds Owning Other Financial Assets
177	% of Hhlds Owning Any Financial Assets
178	% of Hhlds Owning Vehicle Assets
179	% of Hhlds Owning a Primary Residence
180	% of Hhlds Owning Investment Real Estate
181	% of Hhlds Owning Business Assets
182	% of Hhlds Owning Other Non-Financial Assets
183	% of Hhlds Owning Any Non-Financial Assets
184	% of Hhlds Having A Mortgage Debt
185	% of Hhlds With Installment Payment Debt
186	% of Hhlds With Other Lines of Credit Debt
187	% of Hhlds With Credit Card Debt
188	% of Hhlds With Investment Real Estate Debt
189	% of Hhlds With Other Debt
190	% of Hhlds With Any Debt
191	Aggregate Value of Transaction Accounts
192	Aggregate Value of Certificates of Deposit
193	Aggregate Value of Savings Bonds
194	Aggregate Value of Bonds (Not US Savings)
195	Aggregate Value of Stocks
196	Aggregate Value of Mutual Funds
197	Aggregate Value of Retirement Accounts
198	Aggregate Value of Cash Value Life Ins
199	Aggregate Value of Other Managed Accounts
200	Aggregate Value of Other Financial Assets
201	Aggregate Value of Any Financial Assets
202	Aggregate Value of Vehicles Owned
203	Aggregate Value of Home Equity
204	Aggregate Value of Investment Property Equity
205	Aggregate Value of Business Equity
206	Aggregate Value of Other Non-Financial Assets
207	Aggregate Value of Any Non-Financial Assets
208	Aggregate Mortgage Debt
209	Aggregate Installment Loan Debt
210	Aggregate Lines of Credit Debt
211	Aggregate Credit Card Debt
212	Aggregate Investment Real Estate Debt
213	Aggregate Other Debt

214	Aggregate Total Debts
215	Median Value of Transaction Accounts
216	Median Value of Certificates of Deposit
217	Median Value of Savings Bonds
218	Median Value of Bonds (Not US Savings)
219	Median Value of Stocks
220	Median Value of Mutual Funds
221	Median Value of Retirement Accounts
222	Median Value of Cash Value Life Ins
223	Median Value of Other Managed Accounts
224	Median Value of Other Financial Assets
225	Median Value of Any Financial Assets
226	Median Value of Vehicles Owned
227	Median Value of Home Equity
228	Median Value of Investment Property Equity
229	Median Value of Business Equity
230	Median Value of Other Non-Financial Assets
231	Median Value of Any Non-Financial Assets
232	Median Mortgage Debt
233	Median Installment Loan Debt
234	Median Lines of Credit Debt
235	Median Credit Card Debt
236	Median Investment Real Estate Debt
237	Median Other Debt
238	Median Total Debts
239	Hhlds Net Worth \$0 or Less
240	Hhlds Net Worth \$1-\$5000
241	Hhlds Net Worth \$5000-\$10000
242	Hhlds Net Worth \$10000-\$25000
243	Hhlds Net Worth \$25000-\$50000
244	Hhlds Net Worth \$50000-\$100000
245	Hhlds Net Worth \$100000-\$250000
246	Hhlds Net Worth \$250000-\$500000
247	Hhlds Net Worth > \$500000
248	Aggregate Net Worth
249	Median Household Net Worth
250	Average Household Net Worth

## 2012 Projections

1	Housing units
2	Population
3	Population: Hispanic
4	Population: Not Hispanic
5	Non Hispanic White
6	Non Hispanic Black
7	Non Hispanic Asian
8	Non Hispanic Other
9	Hispanic White
10	Hispanic Black
11	Hispanic Asian
12	Hispanic Other
13	Average Household Size

14 Average Family Size  
 15 Owner household no vehicle available  
 16 Owner household 1 vehicle available  
 17 Owner household 2 vehicles available  
 18 Owner household 3 vehicles available  
 19 Owner household 4 vehicles available  
 20 Owner household 5+ vehicles available  
 21 Aggregate vehicles available owner households  
 22 Renter household no vehicle available  
 23 Renter household 1 vehicle available  
 24 Renter household 2 vehicles available  
 25 Renter household 3 vehicles available  
 26 Renter household 4 vehicles available  
 27 Renter household 5+ vehicles available  
 28 Aggregate vehicles available renter households  
 29 Average Disposable Income  
 30 Median Disposable Income  
 31 Household Disposable income <5 K  
 32 Household Disposable income 5-10K  
 33 Household Disposable income 10-15K  
 34 Household Disposable income 15-20K  
 35 Household Disposable income 20-25K  
 36 Household Disposable income 25-30K  
 37 Household Disposable income 30-35K  
 38 Household Disposable income 35-40K  
 39 Household Disposable income 40-45K  
 40 Household Disposable income 45-50K  
 41 Household Disposable income 50-55K  
 42 Household Disposable income 55-60K  
 43 Household Disposable income 60-65K  
 44 Household Disposable income 65-70K  
 45 Household Disposable income 70-75K  
 46 Household Disposable income 75-80K  
 47 Household Disposable income 80-85K  
 48 Household Disposable income 85-90K  
 49 Household Disposable income 90-95K  
 50 Household Disposable income 95-100K  
 51 Household Disposable income 100-125K  
 52 Household Disposable income 125-150K  
 53 Household Disposable income 150-200K  
 54 Household Disposable income 200-250K  
 55 Household Disposable income 250-500K  
 56 Household Disposable income 500K+  
 57 Family income <5 K  
 58 Family income 5-10K  
 59 Family income 10-15K  
 60 Family income 15-20K  
 61 Family income 20-25K  
 62 Family income 25-30K  
 63 Family income 30-35K  
 64 Family income 35-40K  
 65 Family income 40-45K  
 66 Family income 45-50K  
 67 Family income 50-55K

68	Family income 55-60K
69	Family income 60-65K
70	Family income 65-70K
71	Family income 70-75K
72	Family income 75-80K
73	Family income 80-85K
74	Family income 85-90K
75	Family income 90-95K
76	Family income 95-100K
77	Family income 100-125K
78	Family income 125-150K
79	Family income 150-200K
80	Family income 200-250K
81	Family income 250-500K
82	Family income 500K+
83	Non-Family income <5 K
84	Non-Family income 5-10K
85	Non-Family income 10-15K
86	Non-Family income 15-20K
87	Non-Family income 20-25K
88	Non-Family income 25-30K
89	Non-Family income 30-35K
90	Non-Family income 35-40K
91	Non-Family income 40-45K
92	Non-Family income 45-50K
93	Non-Family income 50-55K
94	Non-Family income 55-60K
95	Non-Family income 60-65K
96	Non-Family income 65-70K
97	Non-Family income 70-75K
98	Non-Family income 75-80K
99	Non-Family income 80-85K
100	Non-Family income 85-90K
101	Non-Family income 90-95K
102	Non-Family income 95-100K
103	Non-Family income 100-125K
104	Non-Family income 125-150K
105	Non-Family income 150-200K
106	Non-Family income 200-250K
107	Non-Family income 250-500K
108	Non-Family income 500K+
109	Household income <5 K
110	Household income 5-10K
111	Household income 10-15K
112	Household income 15-20K
113	Household income 20-25K
114	Household income 25-30K
115	Household income 30-35K
116	Household income 35-40K
117	Household income 40-45K
118	Household income 45-50K
119	Household income 50-55K
120	Household income 55-60K
121	Household income 60-65K

122	Household income 65-70K
123	Household income 70-75K
124	Household income 75-80K
125	Household income 80-85K
126	Household income 85-90K
127	Household income 90-95K
128	Household income 95-100K
129	Household income 100-125K
130	Household income 125-150K
131	Household income 150-200K
132	Household income 200-250K
133	Household income 250-500K
134	Household income 500K+
135	Median Income; Hhld Age < 25
136	Median Income; Hhld Age 25-34
137	Median Income; Hhld Age 35-44
138	Median Income; Hhld Age 45-54
139	Median Income; Hhld Age 55-64
140	Median Income; Hhld Age 65-74
141	Median Income; Hhld Age 75+



## **EASI/Mediamark Research Incorporated (MRI) Propensity Data**

### **EASI/MRI Ailments, Remedies, etc.**

- 1 Ailments/Remedies: All
- 2 Ailments/Remedies: Insomnia: Have/Had
- 3 Ailments/Remedies: Kidney Ailments: Have/Had
- 4 Ailments/Remedies: Obesity/Overweight: Have/Had
- 5 Ailments/Remedies: Overactive Bladder: Have/Had
- 6 Ailments/Remedies: Sexual/Erectile Dysfunction (men only): Have/Had
- 7 Ailments/Remedies: Ulcer: Have/Had
- 8 Doctor Visits: Total Users: Visited in last 12 Months: Total Category
- 9 Doctor Visits: Total Users: Visited in last 12 Months: Dentist
- 10 Doctor Visits: Total Users: Visited in last 12 Months: General/Family Practitioner
- 11 Doctor Visits: Total Users: Visited in last 12 Months: Eye Doctor
- 12 Doctor Visits: Total Users: Visited in last 12 Months: OB/Gyn.
- 13 Diet Control/Eating Habits: Presently I control my diet
- 14 Diet Control/Eating Habits: Buy food labeled as: Fat-free
- 15 Diet Control/Eating Habits: Buy food labeled as: Low-fat
- 16 Diet Control/Eating Habits: Reasons for: Weight loss
- 17 Diet Control/Eating Habits: Methods used: Exercise program
- 18 Ailments/Remedies: Allergy/Hay Fever: Used a branded prescription remedy or a generic prescription remedy
- 19 Doctor Visits: Total Users: Visited in last 12 Months: Internist
- 20 Ailments/Remedies: Hypertension/High Blood Pressure: Used a branded prescription remedy or a generic prescription remedy
- 21 Diet Control/Eating Habits: Reasons for: Maintain weight
- 22 Diet Control/Eating Habits: Reasons for: Cholesterol level
- 23 Diet Control/Eating Habits: Reasons for: Physical fitness
- 24 Meal/Dietary Supplements: Total Users: Used in last 6 months: Total Category
- 25 Diet Control/Eating Habits: Buy food labeled as: Low-calorie
- 26 Diet Control/Eating Habits: Buy food labeled as: Low-cholesterol
- 27 Diet Control/Eating Habits: Buy food labeled as: Sugar-free
- 28 Ailments/Remedies: Sinus Congestion/Headache: Used a branded prescription remedy or a generic prescription remedy
- 29 Doctor Visits: Total Users: Visited in last 12 Months: Dermatologist
- 30 Ailments/Remedies: High Cholesterol: Used a branded prescription remedy or a generic prescription remedy
- 31 Ailments/Remedies: Muscle Ache/Pain: Used a branded prescription remedy or a generic prescription remedy
- 32 Diet Control/Eating Habits: Buy food labeled as: High fiber
- 33 Diet Control/Eating Habits: Buy food labeled as: Low-sodium
- 34 Doctor Visits: Total Users: Visited in last 12 Months: Chiropractor
- 35 Ailments/Remedies: Arthritis/Rheumatoid arthritis (RA): Used a branded or generic prescription remedy
- 36 Ailments/Remedies: Backache: Used a branded prescription remedy or a generic prescription remedy
- 37 Ailments/Remedies: Heartburn/Acid Reflux: Used a branded prescription remedy or a generic prescription remedy
- 38 Doctor Visits: Total Users: Visited in last 12 Months: Cardiologist
- 39 Diet Control/Eating Habits: Reasons for: Blood sugar level

40 Diet Control/Eating Habits: Methods used: Doctor's care/diet  
41 Doctor Visits: Total Users: Visited in last 12 Months: Ear, Nose & Throat  
Ailments/Remedies: Depression: Used a branded prescription remedy or a generic  
42 prescription remedy  
43 Doctor Visits: Total Users: Visited in last 12 Months: Physical Therapist  
Ailments/Remedies: Asthma: Used a branded prescription remedy or a generic  
44 prescription remedy  
Ailments/Remedies: Diabetes: Used a branded prescription remedy or a generic  
45 prescription remedy  
Ailments/Remedies: Dry Eyes: Used a branded prescription remedy or a generic  
46 prescription remedy  
47 Doctor Visits: Total Users: Visited in last 12 Months: Podiatrist  
Ailments/Remedies: Anxiety/Panic: Used a branded prescription remedy or a generic  
48 prescription remedy  
Ailments/Remedies: Migraine Headaches: Used a branded prescription remedy or a  
49 generic prescription remedy  
50 Diet Control/Eating Habits: Buy food labeled as: Natural or Organic  
Ailments/Remedies: Eczema/Skin Itch/Rash: Used a branded prescription remedy or a  
51 generic prescription remedy  
52 Lactose Intolerance Products: Total Users: Used in last 6 months: Total Category  
53 Diet Control/Eating Habits: Reasons for: Salt restriction  
54 Doctor Visits: Total Users: Visited in last 12 Months: Allergist  
55 Doctor Visits: Total Users: Visited in last 12 Months: Nurse Practitioner  
56 Doctor Visits: Total Users: Visited in last 12 Months: Pediatrician  
Ailments/Remedies: Urinary Tract Infection: Used a branded prescription remedy or a  
57 generic prescription remedy  
58 Diet Control/Eating Habits - Methods used: Other diet organization or club  
Ailments/Remedies: Yeast Infection (women only): Used a branded prescription remedy  
59 or a generic prescription remedy  
60 Diet Control/Eating Habits: Methods used: Weight Watchers  
61 Diet Control/Eating Habits: Methods used: Doctor's care/diet  
62 Diet Control/Eating Habits: Buy food labeled as: Lactose-free  
Ailments/Remedies: Athlete's Foot: Used a branded prescription remedy or a generic  
63 prescription remedy  
Ailments/Remedies: Constipation: Used a branded prescription remedy or a generic  
64 prescription remedy  
Ailments/Remedies: Muscle Strain/Sprain: Used a branded prescription remedy or a  
65 generic prescription remedy  
Ailments/Remedies: Nail Fungus: Used a branded prescription remedy or a generic  
66 prescription remedy  
Ailments/Remedies: Osteoporosis: Used a branded prescription remedy or a generic  
67 prescription remedy  
68 Diet Control/Eating Habits: Reasons for: Regularity  
Ailments/Remedies: Prostate (men only): Used a branded prescription remedy or a  
69 generic prescription remedy  
Ailments/Remedies: Rosacea or Skin Disease: Used a branded prescription remedy or a  
70 generic prescription remedy  
71 Doctor Visits: Total Users: Visited in last 12 Months: Acupuncturist

## **EASI/MRI Apparel**

1 Apparel: All  
2 Men's Clothing: Big Ticket Items: Bought: All-weather coats  
3 Men's Clothing: Big Ticket Items: Bought: Leather Coat, Jacket  
4 Men's Clothing: Big Ticket Items: Bought: Fur coat, Jacket

5 Men's Clothing: Big Ticket Items: Bought: Overcoat  
6 Men's Clothing: Big Ticket Items: Bought: Parka  
7 Men's Clothing: Big Ticket Items: Bought: Ski jacket  
8 Men's Clothing: Big Ticket Items: Bought: Formalwear (tuxedo)  
9 Men's Clothing: Big Ticket Items: Bought: Business suit  
10 Men's Clothing: Big Ticket Items: Bought: Casual/Non-business suit  
11 Men's Clothing: Big Ticket Items: Bought: Sports jacket  
12 Men's Clothing: Low Ticket Items: Bought: Lightweight jacket  
13 Men's Clothing: Low Ticket Items: Bought: Casual slacks  
14 Men's Clothing: Low Ticket Items: Bought: Dress slacks  
15 Men's Clothing: Low Ticket Items: Bought: Designer jeans  
16 Men's Clothing: Low Ticket Items: Bought: Jeans  
17 Men's Clothing: Low Ticket Items: Bought: Sweater  
18 Men's Clothing: Low Ticket Items: Bought: Dress shirt  
19 Men's Clothing: Low Ticket Items: Bought: Sports shirt  
20 Men's Clothing: Low Ticket Items: Bought: Nightwear  
21 Men's Clothing: Low Ticket Items: Bought: Underwear  
22 Men's Clothing: Low Ticket Items: Bought: Cloth handkerchiefs  
23 Men's Clothing: Low Ticket Items: Bought: Gloves  
24 Men's Clothing: Low Ticket Items: Bought: Hat  
25 Men's Clothing: Low Ticket Items: Bought: Necktie  
26 Men's Clothing: Low Ticket Items: Bought: Belt  
27 Men's Clothing: Low Ticket Items: Bought: Wallet  
28 Men's Clothing: Low Ticket Items: Bought: T-shirt (not undershirt)  
29 Men's Clothing: Low Ticket Items: Bought: Socks  
30 Men's Clothing: Low Ticket Items: Bought: Sweatpants  
31 Men's Clothing: Low Ticket Items: Bought: Sweatshirt  
32 Men's Clothing: Low Ticket Items: Bought: Swimsuit  
33 Women's Clothing: Big Ticket Items: Bought: Fur Coat, Jacket, Stole  
34 Women's Clothing: Big Ticket Items: Bought: Leather Coat, Jacket  
35 Women's Clothing: Big Ticket Items: Bought: Cloth coat  
36 Women's Clothing: Big Ticket Items: Bought: Raincoat  
37 Women's Clothing: Big Ticket Items: Bought: Parka  
38 Women's Clothing: Big Ticket Items: Bought: Ski jacket  
39 Women's Clothing: Big Ticket Items: Bought: Suit (with skirt)  
40 Women's Clothing: Big Ticket Items: Bought: Evening dress  
41 Women's Clothing: Big Ticket Items: Bought: Pants suit  
42 Women's Clothing: Big Ticket Items: Bought: Blazer  
43 Women's Clothing: Low Ticket Items: Bought: Dress  
44 Women's Clothing: Low Ticket Items: Bought: Maternity Clothes  
45 Women's Clothing: Low Ticket Items: Bought: Skirt  
46 Women's Clothing: Low Ticket Items: Bought: Casual slacks  
47 Women's Clothing: Low Ticket Items: Bought: Dress slacks  
48 Women's Clothing: Low Ticket Items: Bought: Designer jeans  
49 Women's Clothing: Low Ticket Items: Bought: Jeans  
50 Women's Clothing: Low Ticket Items: Bought: Sweater  
51 Women's Clothing: Low Ticket Items: Bought: Blouse/Shirt  
52 Women's Clothing: Low Ticket Items: Bought: Nightwear  
53 Women's Clothing: Low Ticket Items: Bought: Brassiere  
54 Women's Clothing: Low Ticket Items: Bought: Sports Bra  
55 Women's Clothing: Low Ticket Items: Bought: Girdle/Shapewear  
56 Women's Clothing: Low Ticket Items: Bought: Purse (handbag)  
57 Women's Clothing: Low Ticket Items: Bought: Slip  
58 Women's Clothing: Low Ticket Items: Bought: Underpants

- 59 Women's Clothing: Low Ticket Items: Bought: Gloves
- 60 Women's Clothing: Low Ticket Items: Bought: Hat
- 61 Women's Clothing: Low Ticket Items: Bought: Belt
- 62 Women's Clothing: Low Ticket Items: Bought: T-shirt
- 63 Women's Clothing: Low Ticket Items: Bought: Socks
- 64 Women's Clothing: Low Ticket Items: Bought: Sweatpants
- 65 Women's Clothing: Low Ticket Items: Bought: Sweatshirt
- 66 Women's Clothing: Low Ticket Items: Bought: Swimsuit
- 67 Shoes - Number of pairs bought: Canvas
- 68 Shoes - Number of pairs bought: Casual/leisure
- 69 Shoes - Number of pairs bought: Dress boots
- 70 Shoes - Number of pairs bought: Dress shoes
- 71 Shoes - Number of pairs bought: Sandals
- 72 Shoes - Number of pairs bought: Slippers
- 73 Shoes - Number of pairs bought: Western boots
- 74 Shoes - Number of pairs bought: Work boots
- 75 Shoes - Number of pairs bought: Other work shoes
- 76 Shoes - Number of pairs bought: Other
- 77 Shoes: Number of pairs bought
- 78 Men's Clothing: Summary: Bought
- 79 Women's Clothing: Summary: Bought
- 80 Clothing Expenditures: Amount Spent: Under \$100
- 81 Clothing Expenditures: Amount Spent: \$100-299
- 82 Clothing Expenditures: Amount Spent: \$300-499
- 83 Clothing Expenditures: Amount Spent: \$500-999
- 84 Clothing Expenditures: Amount Spent: \$1,000+
- 85 Athletic Shoes: Number of pairs bought
- 86 Sports Clothing: Bought Any
- 87 Sports Clothing: Athletic/Workout Wear: Bought Any
- 88 Sports Clothing: Bicycle Clothing: Bought Any
- 89 Sports Clothing: Golf Clothing: Bought Any
- 90 Sports Clothing: Hiking/Backpacking Clothing: Bought Any
- 91 Sports Clothing: Hunting Clothing: Bought Any
- 92 Sports Clothing: Marine/Boating Attire: Bought Any
- 93 Sports Clothing: Running Clothing: Bought Any
- 94 Sports Clothing: Ski Clothing: Bought Any
- 95 Sports Clothing: Team Sports Clothing: Bought Any
- 96 Sports Clothing: Tennis Clothing: Bought Any
- 97 Sports Clothing: Bought Any
- 98 Children's Clothing: Amount Spent In Total: Mean Value
- 99 Mean Value: Athletic Shoes: Amount spent in total
- 100 Clothing Expenditures: Amount Spent: Mean Value

## **EASI/MRI Appliances**

- 1 Appliances: All
- 2 Appliances For Climate Control (household owns): Air cleaner - electric
- 3 Appliances For Climate Control (household owns): Central air conditioner
- 4 Appliances For Climate Control (household owns): Air conditioner - separate room
- 5 Appliances For Climate Control (household owns): Attic/whole house fan
- 6 Appliances For Climate Control (household owns): Ceiling fan (not bathroom vent)
- 7 Appliances For Climate Control (household owns): Coal/wood stove
- 8 Appliances For Climate Control (household owns): Wood pellet stove

9 Appliances For Climate Control (household owns): Central heating - gas  
10 Appliances For Climate Control (household owns): Central heating - oil  
11 Appliances For Climate Control (household owns): Electric heating (central)  
12 Appliances For Climate Control (household owns): Space heater (electric)  
13 Appliances For Climate Control (household owns): Automatic setback thermostat  
14 Appliances For Climate Control (household owns): Dehumidifier  
15 Appliances For Climate Control (household owns): Humidifier  
16 Appliances For Climate Control (household owns): Fireplace  
17 Appliances For Climate Control (household owns): Heat Pump  
18 Appliances For Climate Control (household owns): Kerosene heater  
19 Electric Appliances (bought in last 12 months): Electric blender  
20 Electric Appliances (bought in last 12 months): Electric can opener  
21 Electric Appliances (bought in last 12 months): Electric coffee grinder  
22 Electric Appliances (bought in last 12 months): Electric food processor  
23 Electric Appliances (bought in last 12 months): Electric fry pan  
24 Electric Appliances (bought in last 12 months): Electric grill  
25 Electric Appliances (bought in last 12 months): Electric iron  
26 Electric Appliances (bought in last 12 months): Electric juicer  
27 Electric Appliances (bought in last 12 months): Electric knife  
28 Electric Appliances (bought in last 12 months): Electric mixer - hand held  
29 Electric Appliances (bought in last 12 months): Electric mixer - stationary  
30 Electric Appliances (bought in last 12 months): Electric popcorn maker  
31 Electric Appliances (bought in last 12 months): Electric slow cooker  
32 Electric Appliances (bought in last 12 months): Electric steam cooker  
33 Electric Appliances (bought in last 12 months): Electric toaster  
34 Electric Appliances (bought in last 12 months): Electric toaster oven  
35 Electric Appliances (bought in last 12 months): Electric wok  
36 Electric Appliances (bought in last 12 months): Any  
37 Kitchen Cooking And Serving Products (bought in last 12 months): Aluminum cookware  
38 Kitchen Cooking And Serving Products (bought in last 12 months): Other metal  
39 Kitchen Cooking And Serving Products (bought in last 12 months): Barbecue equipment  
40 Kitchen Cooking And Serving Products (bought in last 12 months): Canning jars & lids  
41 Kitchen Cooking And Serving Products (bought in last 12 months): Ceramic coated  
42 Kitchen Cooking And Serving Products (bought in last 12 months): Cutlery (kitchen  
43 knives)  
44 Kitchen Cooking And Serving Products (bought in last 12 months): Insulated coffee  
45 carafe/server  
46 Kitchen Cooking And Serving Products (bought in last 12 months): Wok (non-electric)  
47 Kitchen Cooking And Serving Products (bought in last 12 months): Glass storage  
48 containers  
49 Kitchen Cooking And Serving Products (bought in last 12 months): Plastic storage  
50 containers  
51 Kitchen Cooking And Serving Products (bought in last 12 months): Glass  
ovenware/bakeware  
Kitchen Cooking And Serving Products (bought in last 12 months): Non-stick metal  
bakeware/ovenware  
Kitchen Cooking And Serving Products (bought in last 12 months): Glass rangetop  
cookware  
Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware  
glass/ceramic  
Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware  
plastic

52 Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware  
paper/disposable

53 Kitchen Cooking And Serving Products (bought in last 12 months): Any

54 Household Appliances & Durables (bought in last 12 months): Any

55 Household Appliances & Durables (household owns): Air purifier

56 Household Appliances & Durables (household owns): Automatic washing machine

57 Household Appliances & Durables (household owns): Broom

58 Household Appliances & Durables (household owns): Burglar alarm

59 Household Appliances & Durables (household owns): Carpet steam cleaner

60 Household Appliances & Durables (household owns): Clothes dryer (electric)

61 Household Appliances & Durables (household owns): Clothes dryer (gas)

62 Household Appliances & Durables (household owns): Garage door opener

63 Household Appliances & Durables (household owns): Home fire extinguisher

64 Household Appliances & Durables (household owns): Hot tub/Whirlpool spa

65 Household Appliances & Durables (household owns): Hot water heater

66 Household Appliances & Durables (household owns): Locks or lock sets

67 Household Appliances & Durables (household owns): Mop

68 Household Appliances & Durables (household owns): Rechargeable flashlight

69 Household Appliances & Durables (household owns): Other battery flashlight

70 Household Appliances & Durables (household owns): Sewing machine

71 Household Appliances & Durables (household owns): Smoke/fire detector

72 Household Appliances & Durables (household owns): Stacked washer/dryer

73 Household Appliances & Durables (household owns): Vacuum cleaner - canister

74 Household Appliances & Durables (household owns): Vacuum cleaner - hand held

75 Household Appliances & Durables (household owns): Vacuum cleaner - upright

76 Household Appliances & Durables (household owns): Water softener

77 Household Appliances & Durables (household owns): Any

78 Personal Appliances: Own: Any

79 Personal Appliances (bought in last 12 months): Any

80 Personal Appliances (bought in last 12 months): Clock - battery

81 Personal Appliances (bought in last 12 months): Clock radio - electric

82 Personal Appliances (bought in last 12 months): Electronic ear thermometer

83 Personal Appliances (bought in last 12 months): Hand-held massagers

84 Personal Appliances (bought in last 12 months): Hearing aids

85 Personal Appliances (bought in last 12 months): Home blood pressure monitor

86 Personal Appliances (bought in last 12 months): Lighted make-up mirror

87 Personal Appliances (bought in last 12 months): Massaging shower head

88 Personal Appliances (bought in last 12 months): Oral irrigation device

89 Personal Appliances (bought in last 12 months): Scale (bathroom)

90 Kitchen & Cooking Appliances & Durables (household owns): Automatic dishwasher  
(built in)

91 Kitchen & Cooking Appliances & Durables (household owns): Automatic dishwasher  
(portable)

92 Kitchen & Cooking Appliances & Durables (household owns): Bread making machine

93 Kitchen & Cooking Appliances & Durables (household owns): Built in range oven -  
electric

94 Kitchen & Cooking Appliances & Durables (household owns): Built in range oven - gas

95 Kitchen & Cooking Appliances & Durables (household owns): Charcoal grill

96 Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: automatic  
drip

97 Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: electric perk

98 Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: electric with  
wall mount

- 99 Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: other electric
- 100 Kitchen & Cooking Appliances & Durables (household owns): Combination range/microwave
- 101 Kitchen & Cooking Appliances & Durables (household owns): Continuous cleaning oven
- 102 Kitchen & Cooking Appliances & Durables (household owns): Convection oven
- 103 Kitchen & Cooking Appliances & Durables (household owns): Cook top
- 104 Kitchen & Cooking Appliances & Durables (household owns): Deep fryer
- 105 Kitchen & Cooking Appliances & Durables (household owns): Electric stove/range
- 106 Kitchen & Cooking Appliances & Durables (household owns): Espresso/cappuccino maker
- 107 Kitchen & Cooking Appliances & Durables (household owns): Garbage disposer
- 108 Kitchen & Cooking Appliances & Durables (household owns): Gas grill
- 109 Kitchen & Cooking Appliances & Durables (household owns): Gas stove/range
- 110 Kitchen & Cooking Appliances & Durables (household owns): Ice cream machine
- 111 Kitchen & Cooking Appliances & Durables (household owns): Microwave oven
- 112 Kitchen & Cooking Appliances & Durables (household owns): Pasta machine
- 113 Kitchen & Cooking Appliances & Durables (household owns): Pressure cooker
- 114 Kitchen & Cooking Appliances & Durables (household owns): Rangehood
- 115 Kitchen & Cooking Appliances & Durables (household owns): Refrigerator
- 116 Kitchen & Cooking Appliances & Durables (household owns): Separate freezer
- 117 Kitchen & Cooking Appliances & Durables (household owns): Trash compactor
- 118 Kitchen & Cooking Appliances & Durables (household owns): Any
- 119 Kitchen & Cooking Appliances & Durables (bought in last 12 months): Any
- 120 Climate Control: Average amount spent in past 12 months

## **EASI/MRI Attitudes/Lifestyles**

- 1 Attitudes: All
- 2 Organizations/Clubs: Member Of: Fraternal orders
- 3 Organizations/Clubs: Member Of: Religious clubs
- 4 Organizations/Clubs: Member Of: Civic clubs
- 5 Organizations/Clubs: Member Of: Veterans clubs
- 6 Organizations/Clubs: Member Of: A body of local government
- 7 Organizations/Clubs: Member Of: Country clubs
- 8 Organizations/Clubs: Member Of: Business Club
- 9 Organizations/Clubs: Member Of: Collector's Clubs
- 10 Organizations/Clubs: Member Of: Union
- 11 Organizations/Clubs: Member Of: School or College Board
- 12 Organizations/Clubs: Member Of: Church Board
- 13 Organizations/Clubs: Member Of: Charitable Organizations
- 14 Organizations/Clubs: Member Of: Other
- 15 Organizations/Clubs: Member Of: None of the above

## **EASI/MRI Automotive and Aftermarket**

- 1 Automotive and Aftermarket: All
- 2 Automobiles And Other Vehicles: Number owned or leased: 5+
- 3 Automobiles And Other Vehicles: Summary: Any domestic
- 4 Automobiles And Other Vehicles: Summary: Any imported
- 5 Automobiles And Other Vehicles: Summary: Domestic bought new
- 6 Automobiles And Other Vehicles: Summary: Imported bought new
- 7 Automobiles And Other Vehicles: Summary: New bought in last 12 months

8 Automobiles And Other Vehicles: Summary: Used bought in last 12 months  
9 Automobiles And Other Vehicles: Summary: New domestic bought in last 12 months  
10 Automobiles And Other Vehicles: Summary: Used domestic bought in last 12 months  
11 Automobiles And Other Vehicles: Summary: New imported bought in last 12 months  
12 Automobiles And Other Vehicles: Summary: Used imported bought in last 12 months  
13 Automobiles And Other Vehicles: Latest year model: Latest model  
14 Automobiles And Other Vehicles: Bought or leased: Bought  
15 Automobiles And Other Vehicles: Bought or leased: Leased  
16 Automobiles And Other Vehicles: New/used: New  
17 Automobiles And Other Vehicles: New/used: Used  
18 Automobiles And Other Vehicles: Type: Convertible  
19 Automobiles And Other Vehicles: Type: Coupe/Sports Coupe/2 Door  
20 Automobiles And Other Vehicles: Type: Sedan/Hard Top/4 Door  
21 Automobiles And Other Vehicles: Type: Sedan/Hard Top/2 Door  
22 Automobiles And Other Vehicles: Type: Station Wagon  
23 Automobiles And Other Vehicles: Type: 3 Door Hatchback/Runabout  
24 Automobiles And Other Vehicles: Type: Van/Minivan  
25 Automobiles And Other Vehicles: Type: Sport/Utility Vehicle  
26 Automobiles And Other Vehicles: Type: Truck  
27 Automobiles And Other Vehicles: When Bought/leased: In last 12 months  
28 Automobiles And Other Vehicles: When Bought/leased: 1-2 years ago  
29 Automobiles And Other Vehicles: When Bought/leased: 3-4 years ago  
30 Automobiles And Other Vehicles: When Bought/leased: 5+ years ago  
31 Automobiles And Other Vehicles: How Bought: With cash  
32 Automobiles And Other Vehicles: How Bought: With trade-in  
33 Automobiles And Other Vehicles: How Bought: With financing from a dealer  
34 Automobiles And Other Vehicles: How Bought: With a bank loan  
35 Automobiles And Other Vehicles: How Bought: With a credit union loan  
36 Automobiles And Other Vehicles: How Bought: With financing through Chrysler Financial  
37 Automobiles And Other Vehicles: How Bought: With financing through GMAC  
38 Automobiles And Other Vehicles: How Bought: With financing through Ford Motor Credit  
39 Automobiles And Other Vehicles: How Bought: With financing from other auto  
40 Automobiles And Other Vehicles: Amount spent in total: \$40,000+  
41 Automobiles And Other Vehicles: Amount spent in total: \$30,000 - \$39,999  
42 Automobiles And Other Vehicles: Amount spent in total: \$20,000 - \$29,999  
43 Automobiles And Other Vehicles: Amount spent in total: \$15,000 - \$19,999  
44 Automobiles And Other Vehicles: Amount spent in total: \$10,000 - \$14,999  
45 Automobiles And Other Vehicles: Amount spent in total: Under \$10,000  
46 Automobiles And Other Vehicles: Bought or leased to replace vehicle  
47 Automobiles And Other Vehicles: Did not Buy or lease to replace vehicle  
48 Automobiles And Other Vehicles: Principal driver: Yourself  
49 Automobiles And Other Vehicles: Principal driver: Someone else  
50 Automobiles And Other Vehicles: Maintenance: Primarily responsible: Yourself  
51 Automobiles And Other Vehicles: Maintenance: Primarily responsible: Someone else  
52 Automobiles And Other Vehicles: Transmission: Automatic  
53 Automobiles And Other Vehicles: Transmission: Manual  
54 Automobiles And Other Vehicles: Sound system: AM/FM stereo  
55 Automobiles And Other Vehicles: Sound system: AM/FM stereo with cassette  
56 Automobiles And Other Vehicles: Sound system: AM/FM stereo with compact disc player  
57 Automobiles And Other Vehicles: Services by (in last 12 months): Car dealer  
58 Automobiles And Other Vehicles: Services by (in last 12 months): Gas station/garage  
59 Automobiles And Other Vehicles: Services by (in last 12 months): Auto repair chain store  
60 Automobiles And Other Vehicles: Services by (in last 12 months): Discount dept. store

- 61 Automobiles And Other Vehicles: Services by (in last 12 months): Yourself
- 62 Automobiles And Other Vehicles: Services by (in last 12 months): Yourself/someone else
- 63 Automobiles And Other Vehicles: Maintenance (in last 12 months):Alignment service/repair
- 64 Automobiles And Other Vehicles: Maintenance (in last 12 months):Brake lining or pad replacement
- 65 Automobiles And Other Vehicles: Maintenance (in last 12 months):Clutch replacement
- 66 Automobiles And Other Vehicles: Maintenance (in last 12 months):Major engine repair
- 67 Automobiles And Other Vehicles: Maintenance (in last 12 months):Minor engine repair
- 68 Automobiles And Other Vehicles: Maintenance (in last 12 months):Paint job
- 69 Automobiles And Other Vehicles: Maintenance (in last 12 months):Tune-up
- 70 Automobiles And Other Vehicles: Manufacturer: Buick
- 71 Automobiles And Other Vehicles: Manufacturer: Cadillac
- 72 Automobiles And Other Vehicles: Manufacturer: Chevrolet
- 73 Automobiles And Other Vehicles: Manufacturer: Chrysler
- 74 Automobiles And Other Vehicles: Manufacturer: Dodge
- 75 Automobiles And Other Vehicles: Manufacturer: Eagle
- 76 Automobiles And Other Vehicles: Manufacturer: Ford
- 77 Automobiles And Other Vehicles: Manufacturer: Geo
- 78 Automobiles And Other Vehicles: Manufacturer: GMC
- 79 Automobiles And Other Vehicles: Manufacturer: Hummer
- 80 Automobiles And Other Vehicles: Manufacturer: Jeep
- 81 Automobiles And Other Vehicles: Manufacturer: Lincoln
- 82 Automobiles And Other Vehicles: Manufacturer: Mercury
- 83 Automobiles And Other Vehicles: Manufacturer: Oldsmobile
- 84 Automobiles And Other Vehicles: Manufacturer: Plymouth
- 85 Automobiles And Other Vehicles: Manufacturer: Pontiac
- 86 Automobiles And Other Vehicles: Manufacturer: Saturn
- 87 Automobiles And Other Vehicles: Manufacturer: Acura
- 88 Automobiles And Other Vehicles: Manufacturer: Alfa Romeo
- 89 Automobiles And Other Vehicles: Manufacturer: Audi
- 90 Automobiles And Other Vehicles: Manufacturer: BMW
- 91 Automobiles And Other Vehicles: Manufacturer: Daewoo
- 92 Automobiles And Other Vehicles: Manufacturer: Ferrari
- 93 Automobiles And Other Vehicles: Manufacturer: Fiat
- 94 Automobiles And Other Vehicles: Manufacturer: Honda
- 95 Automobiles And Other Vehicles: Manufacturer: Hyundai
- 96 Automobiles And Other Vehicles: Manufacturer: Infiniti
- 97 Automobiles And Other Vehicles: Manufacturer: Isuzu
- 98 Automobiles And Other Vehicles: Manufacturer: Jaguar
- 99 Automobiles And Other Vehicles: Manufacturer: Kia
- 100 Automobiles And Other Vehicles: Manufacturer: Land Rover
- 101 Automobiles And Other Vehicles: Manufacturer: Lexus
- 102 Automobiles And Other Vehicles: Manufacturer: Other
- 103 Automobiles And Other Vehicles: Manufacturer: Mazda
- 104 Automobiles And Other Vehicles: Manufacturer: Mercedes
- 105 Automobiles And Other Vehicles: Manufacturer: MG
- 106 Automobiles And Other Vehicles: Manufacturer: Mitsubishi
- 107 Automobiles And Other Vehicles: Manufacturer: Nissan
- 108 Automobiles And Other Vehicles: Manufacturer: Peugeot
- 109 Automobiles And Other Vehicles: Manufacturer: Porsche
- 110 Automobiles And Other Vehicles: Manufacturer: Renault
- 111 Automobiles And Other Vehicles: Manufacturer: Rolls Royce

112 Automobiles And Other Vehicles: Manufacturer: SAAB  
 113 Automobiles And Other Vehicles: Manufacturer: Scion  
 114 Automobiles And Other Vehicles: Manufacturer: Subaru  
 115 Automobiles And Other Vehicles: Manufacturer: Suzuki  
 116 Automobiles And Other Vehicles: Manufacturer: Toyota  
 117 Automobiles And Other Vehicles: Manufacturer: Triumph  
 118 Automobiles And Other Vehicles: Manufacturer: Volkswagen  
 119 Automobiles And Other Vehicles: Manufacturer: Volvo  
 120 Automobiles And Other Vehicles: Size of vehicle: Subcompact car  
 121 Automobiles And Other Vehicles: Size of vehicle: Compact car  
 122 Automobiles And Other Vehicles: Size of vehicle: Intermediate car  
 123 Automobiles And Other Vehicles: Size of vehicle: Standard car  
 124 Automobiles And Other Vehicles: Size of vehicle: Luxury car  
 125 Automobiles And Other Vehicles: Size of vehicle: Compact Pickup  
 126 Automobiles And Other Vehicles: Size of vehicle: Full Size Pickup  
 127 Automobiles And Other Vehicles: Size of vehicle: Minivan  
 128 Automobiles And Other Vehicles: Size of vehicle: Van  
 129 Automobiles And Other Vehicles: Size of vehicle: Compact Sport/Utility  
 130 Automobiles And Other Vehicles: Size of vehicle: Full Size Sport/Utility  
 131 Auto Clubs: Belong to an auto club  
 132 Auto Clubs: Member of AAA  
 133 Auto Clubs: Member of AARP  
 134 Auto Clubs: Member of Allstate  
 135 Auto Clubs: Member of Amoco  
 136 Auto Clubs: Member of Car dealer  
 137 Auto Clubs: Member of other  
 138 Motorcycles: Number Owned: Household owns any  
 139 Motorcycles: Number Owned: 1  
 140 Motorcycles: Bought new or used: Net Any Motorcycle: New  
 141 Motorcycles: Bought new or used: Net Any Motorcycle: Used  
 142 Motorcycles: Decision Maker: Net Any Motorcycle: Yourself  
 143 Motorcycles: Decision Maker: Net Any Motorcycle: Someone else  
 144 Motorcycles: When acquired: Net Any Motorcycle: In last 12 months  
 145 Motorcycles: When acquired: Net Any Motorcycle: 1-2 years ago  
 146 Motorcycles: When acquired: Net Any Motorcycle: 3-4 years ago  
 147 Motorcycles: When acquired: Net Any Motorcycle: 5+ years ago  
 148 Car Wax & Polish: Bought in last 12 Months: Total Category  
 149 Car Wax & Polish: Bought in last 12 Months: Used for: Cars  
 150 Car Wax & Polish: Bought in last 12 Months: Used for: Trucks  
 151 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: Less than \$50  
 152 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$ 50 - \$ 74  
 153 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$ 75 - \$ 99  
 154 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$100 - \$149  
 155 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$150 - \$199  
 156 Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$200+  
 157 Gasoline: Bought in Last 6 Months: How paid in last 30 days: Cash  
 Gasoline: Bought in Last 6 Months: How paid in last 30 days: Oil company/Gasoline  
 158 credit card  
 Gasoline: Bought in Last 6 Months: How paid in last 30 days: General purpose credit  
 159 card  
 160 Gasoline: Bought in Last 6 Months: How paid in last 30 days: Debit card  
 161 Gasoline Additives: Bought in last 12 Months: Total Category  
 162 Leather And Vinyl Protectants: Bought in last 12 Months: Total Category  
 163 Motor Oil: Bought/Changed by in last 12 Months: Total Category

164 Motor Oil: Changed by in last 12 Months: Yourself  
165 Motor Oil: Changed by in last 12 Months: Other household member  
166 Motor Oil: Changed by in last 12 Months: Gas station  
167 Motor Oil: Changed by in last 12 Months: Car dealer  
168 Motor Oil: Changed by in last 12 Months: Tire dealer  
169 Motor Oil: Changed by in last 12 Months: Auto repair chain store  
170 Motor Oil: Changed by in last 12 Months: Jiffy Lube  
171 Motor Oil: Changed by in last 12 Months: Other Quick Lube Center  
172 Motor Oil: Changed by in last 12 Months: Discount store service center  
173 Motor Oil: Changed by in last 12 Months: Other  
174 Motor Oil: Bought in last 12 Months: Advance Auto Parts Store  
175 Motor Oil: Bought in last 12 Months: Other  
176 Motor Oil: Bought in last 12 Months: K Mart  
177 Motor Oil: Bought in last 12 Months: Pep Boys  
178 Motor Oil: Bought in last 12 Months: Sears  
179 Motor Oil: Bought in last 12 Months: Target  
180 Motor Oil: Bought in last 12 Months: Wal-Mart  
181 Motor Oil: Bought in last 12 Months: Other auto parts store  
182 Motor Oil: Bought in last 12 Months: Gas station  
183 Motor Oil: Bought in last 12 Months: Grocery/supermarket  
184 Motor Oil: Bought in last 12 Months: Other Discount/Department store  
185 Motor Oil: Bought in last 12 Months: Who decides the brand used?: Yourself  
186 Motor Oil: Bought in last 12 Months: Who decides the brand used?: Someone else  
187 Mufflers: Bought  
188 Mufflers: Installed by: Yourself  
189 Mufflers: Installed by: Another household member  
190 Mufflers: Installed by: Service center or dealer  
191 Mufflers: Installed by: Auto repair chain store  
192 Mufflers: Installed by: Other  
193 Oil Filters: Bought in last 12 Months: Total Category  
194 Oil Filters: Bought in last 12 Months: Installed by: Yourself  
195 Oil Filters: Bought in last 12 Months: Installed by: Another household member  
196 Oil Filters: Bought in last 12 Months: Installed by: Service centers or dealers  
197 Oil Filters: Bought in last 12 Months: Installed by: Other  
198 Oil Filters: Bought in last 12 Months: Advance Auto Parts Store  
199 Oil Filters: Bought in last 12 Months: AutoZone  
200 Oil Filters: Bought in last 12 Months: Other  
201 Oil Filters: Bought in last 12 Months: Goodyear  
202 Oil Filters: Bought in last 12 Months: N.A.P.A.  
203 Oil Filters: Bought in last 12 Months: O'Reilly Auto Parts  
204 Oil Filters: Bought in last 12 Months: Pep Boys  
205 Oil Filters: Bought in last 12 Months: Quick Lube center  
206 Oil Filters: Bought in last 12 Months: Wal-Mart  
207 Oil Filters: Bought in last 12 Months: Other auto parts store  
208 Oil Filters: Bought in last 12 Months: Car dealer  
209 Oil Filters: Bought in last 12 Months: Discount auto  
210 Oil Filters: Bought in last 12 Months: Gas station/garage  
211 Oil Filters: Bought in last 12 Months: Other Discount/Department Store  
212 Oil Filters: Bought in last 12 Months: Who decides the brand bought?: Yourself  
213 Oil Filters: Bought in last 12 Months: Who decides the brand bought?: Someone else  
214 Tires: Bought in last 12 Months: Total Category  
215 Tires: Bought in last 12 Months: Discount Tire Co.  
216 Tires: Bought in last 12 Months: Firestone Tire & Service Center  
217 Tires: Bought in last 12 Months: Goodyear

218 Tires: Bought in last 12 Months: K Mart  
 219 Tires: Bought in last 12 Months: NTB National Tire & Battery  
 220 Tires: Bought in last 12 Months: Pep Boys  
 221 Tires: Bought in last 12 Months: Sears  
 222 Tires: Bought in last 12 Months: Wal-Mart  
 223 Tires: Bought in last 12 Months: Auto parts store  
 224 Tires: Bought in last 12 Months: Gas station  
 225 Tires: Bought in last 12 Months: Other tire dealer/store  
 226 Tires: Bought in last 12 Months: Amt. spent in last 12 months: Under \$100  
 227 Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$100 - \$249  
 228 Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$250 - \$499  
 229 Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$500+  
 230 Mean amount spent on gasoline  
 231 Mileage: Number Of Miles Personally Driven: Mean

## EASI/MRI Baby

1 Baby: All  
 2 Baby Furniture & Equipment: Bought: Baby carrier-back pack: Now owns  
 3 Baby Furniture & Equipment: Bought: Baby carrier-back pack: Bought in last 6 months  
 4 Baby Furniture & Equipment: Bought: Baby car bed: Now owns  
 5 Baby Furniture & Equipment: Bought: Baby car bed: Bought in last 6 months  
 6 Baby Furniture & Equipment: Bought: Baby car seat: Now owns  
 7 Baby Furniture & Equipment: Bought: Baby car seat: Bought in last 6 months  
 8 Baby Furniture & Equipment: Bought: Bathing/dressing table: Now owns  
 9 Baby Furniture & Equipment: Bought: Bathing/dressing table: Bought in last 6 months  
 10 Baby Furniture & Equipment: Bought: Baby bath tub: Now owns  
 11 Baby Furniture & Equipment: Bought: Baby bath tub: Bought in last 6 months  
 12 Baby Furniture & Equipment: Bought: Baby mobiles: Now owns  
 13 Baby Furniture & Equipment: Bought: Baby mobiles: Bought in last 6 months  
 14 Baby Furniture & Equipment: Bought: Baby rattles: Now owns  
 15 Baby Furniture & Equipment: Bought: Baby rattles: Bought in last 6 months  
 16 Baby Furniture & Equipment: Bought: Cradle gym: Now owns  
 17 Baby Furniture & Equipment: Bought: Cradle gym: Bought in last 6 months  
 18 Baby Furniture & Equipment: Bought: Crib mattress: Now owns  
 19 Baby Furniture & Equipment: Bought: Crib mattress: Bought in last 6 months  
 20 Baby Furniture & Equipment: Bought: High chair: Now owns  
 21 Baby Furniture & Equipment: Bought: High chair: Bought in last 6 months  
 22 Baby Furniture & Equipment: Bought: Infant crib: Now owns  
 23 Baby Furniture & Equipment: Bought: Infant crib: Bought in last 6 months  
 24 Baby Furniture & Equipment: Bought: Jump seat: Now owns  
 25 Baby Furniture & Equipment: Bought: Jump seat: Bought in last 6 months  
 26 Baby Furniture & Equipment: Bought: Juvenile bed: Now owns  
 27 Baby Furniture & Equipment: Bought: Juvenile bed: Bought in last 6 months  
 28 Baby Furniture & Equipment: Bought: Playpen: Now owns  
 29 Baby Furniture & Equipment: Bought: Playpen: Bought in last 6 months  
 30 Baby Furniture & Equipment: Bought: Stroller: Now owns  
 31 Baby Furniture & Equipment: Bought: Stroller: Bought in last 6 months  
 32 Baby Furniture & Equipment: Bought: Stuffed toys: Now owns  
 33 Baby Furniture & Equipment: Bought: Stuffed toys: Bought in last 6 months  
 34 Baby Furniture & Equipment: Bought: Toilet chair: Now owns  
 35 Baby Furniture & Equipment: Bought: Toilet chair: Bought in last 6 months  
 36 Baby Furniture & Equipment: Bought: Walker: Now owns

- 37 Baby Furniture & Equipment: Bought: Walker: Bought in last 6 months
- 38 Baby Furniture & Equipment: Bought: Other: Now owns
- 39 Baby Furniture & Equipment: Bought: Other: Bought in last 6 months
- 40 Baby Furniture & Equipment: Bought: Any Baby Furniture & Equipment: Now owns
- 41 Baby Furniture & Equipment: Bought: Any Baby Furniture & Equipment: Bought in last 6 months
- 42 Baby Lotion: Principal Shoppers Households: Used in last 6 months: Total Category
- 43 Baby Nursers: Principal Shoppers Households: Used in last 6 months: Total Category
- 44 Baby Oil: Principal Shoppers Households: Used in last 6 months: Total Category
- 45 Baby Ointments: Principal Shoppers Households: Used in last 6 months: Total Category
- 46 Baby Powder: Principal Shoppers Households: Used in last 6 months: Total Category
- 47 Baby Furniture & Equipment - Amount Spent In Total: Less than \$100
- 48 Baby Furniture & Equipment - Amount Spent In Total: \$100+
- 49 Children's Clothing: Amount Spent In Total: \$50 or less
- 50 Children's Clothing: Amount Spent In Total: \$51 - \$99
- 51 Children's Clothing: Amount Spent In Total: \$100-\$199
- 52 Children's Clothing: Amount Spent In Total: \$200-\$399
- 53 Children's Clothing: Amount Spent In Total: \$400+
- 54 Children's Toys & Games: Amount Spent In Total: Under \$50
- 55 Children's Toys & Games: Amount Spent In Total: \$50 - \$99
- 56 Children's Toys & Games: Amount Spent In Total: \$100 - \$199
- 57 Children's Toys & Games: Amount Spent In Total: \$200 - \$499
- 58 Children's Toys & Games: Amount Spent In Total: \$500 - \$999
- 59 Children's Toys & Games: Amount Spent In Total: \$1,000+
- 60 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Total Category
- 61 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$25 or Less
- 62 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$26 - \$50
- 63 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$51 - \$99
- 64 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$100 - \$199
- 65 Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$200+
- 66 Disposable Diapers/Underpants: Principal Shoppers Households: Used in last 6 months: Total Category
- 67 Infant Cereal: Principal Shoppers Households: Used in last 6 months: Total Category
- 68 Pain Relievers & Fever Reducers For Children: Principal Shoppers Households: Used in last 6 months: Total Category
- 69 Prepared Infant Formula: Principal Shoppers Households: Used in last 6 months: Total Category
- 70 Vitamins For Children: Principal Shoppers Households: Used in last 6 months: Total Category

## **EASI/MRI Beverages**

- 1 Beverages: All
- 2 Bourbon: Total Users: Drank in Last 6 Months
- 3 Bottled Water & Seltzer: Total Users: Drank in Last 6 Months
- 4 Brandy: Total Users: Drank in Last 6 Months
- 5 Canadian Whisky: Total Users: Drank in Last 6 Months
- 6 Champagne, Cold Duck & Sparkling Wines: Total Users: Drank in Last 6 Months
- 7 Cognac: Total Users: Drank in Last 6 Months

8 Cordials & Liqueurs: Total Users: Drank in Last 6 Months

9 Diet Cola Drinks: Total Users: Drank in Last 6 Months

10 Domestic Dinner/Table Wines: Total Users: Drank in Last 6 Months

11 Flavored Alcoholic Beverages/Coolers: Total Users: Drank in Last 6 Months

12 Gin: Total Users: Drank in Last 6 Months

13 Imported Beer/Ale: Total Users: Drank in Last 6 Months

14 Imported Dinner/Table Wines: Total Users: Drank in Last 6 Months

15 Irish Whiskey: Total Users: Drank in Last 6 Months

16 Low Calorie Domestic Beer: Total Users: Drank in Last 6 Months

17 Low/No Alcohol Beer: Total Users: Drank in Last 6 Months

18 Malt Liquor: Total Users: Drank in Last 6 Months

19 Mixed Drinks: Total Users: Drank in Last 6 Months

20 Other Diet Soft Drinks, Not Colas: Total Users: Drank in Last 6 Months

21 Other Regular Carbonated Soft Drinks: Total Users: Drank in Last 6 Months

22 Popular Domestic Beer/Ale: Total Users: Drank in Last 6 Months

23 Port, Sherry & Dessert Wines: Total Users: Drank in Last 6 Months

24 Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months

25 Prepared Mixed Drinks With Liquor: Total Users: Drank in Last 6 Months

26 Prepared Mixed Drinks Without Liquor: Total Users: Drank in Last 6 Months

27 Ready To Drink Iced Tea: Total Users: Drank in Last 6 Months

28 Regular Cola Drinks, Not Diet: Total Users: Drank in Last 6 Months

29 Regular Domestic Beer/Ale: Total Users: Drank in Last 6 Months

30 Rum: Total Users: Drank in Last 6 Months

31 Rye Or Blended Whiskey: Total Users: Drank in Last 6 Months

32 Scotch Whisky: Total Users: Drank in Last 6 Months

33 Sports Drinks/Thirst Quenchers: Total Users: Drank in Last 6 Months

34 Super Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months

35 Tequila: Total Users: Drank in Last 6 Months

36 Total Beer/Ale: Total Users: Drank in Last 6 Months

37 Vermouth: Total Users: Drank in Last 6 Months

38 Vodka: Total Users: Drank in Last 6 Months

39 Frozen Orange Juice: Principal Shoppers Households: Used in last 6 months

40 Grapefruit Juice: Principal Shoppers Households: Used in last 6 months

41 Orange Juice Not Frozen: Principal Shoppers Households: Used in last 6 months

42 Other Fruit Juices & Drinks: Principal Shoppers Households: Used in last 6 months

43 Tomato And Vegetable Juices: Principal Shoppers Households: Used in last 6 months

44 Flavored Instant Coffee: Principal Shoppers Households: Used in last 6 months

45 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Total Category

46 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Flavored

47 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Unflavored

48 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Decaffeinated

49 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Regular (Not Decaffeinated)

50 Ground Coffee: Principal Shoppers Households: Used in last 6 months: A & P 8 O'Clock (Regular)

51 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Chase & Sanborn (Regular)

52 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Chock Full O' Nuts (Regular)

53 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Breakfast Blend

54 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Classic Roast

55 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Classic Roast (Decaf)

56 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers 100% Colombian

57 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers French Roast

58 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Gourmet Supreme

59 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Special Roast

60 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other Folgers

61 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Gevalia

62 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Hills Bros. (Regular)

63 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Hills Bros. (Decaf)

64 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Colombian Supreme

65 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House 1892

66 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Filter Packs

67 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House (Decaf)

68 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Lite

69 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Master Blend (Regular)

70 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House French Roast (Regular)

71 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House (Regular)

72 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other Maxwell House

73 Ground Coffee: Principal Shoppers Households: Used in last 6 months: MJB (Regular)

74 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Peet's

75 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Sanka

76 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Starbucks

77 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Yuban (Regular)

78 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Gourmet/Coffee Bar Brand

79 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Store's Own Brand (Regular)

80 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Store's Own Brand (Decaf)

81 Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other

82 Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Total Category

83 Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Decaffeinated

84 Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Regular (Not Decaffeinated)

85 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Total Category

86 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Eight O'Clock

87 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Folgers

88 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Gevalia

- 89 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Millstone
- 90 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Nescafe
- 91 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Peet's
  
- 92 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Starbucks
- 93 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Stores  
Own Brand
- 94 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Other
- 95 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months:  
Decaffeinated
- 96 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months:  
Caffeinated
- 97 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Flavored
  
- 98 Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Unflavored

## **EASI/MRI Computers**

- 1 Computers: All
- 2 Personal Computers (Desktop: Own at home) or Personal Computers  
(Laptop/Notebook/Tablet: Own at home)
- 3 Personal Computers - At Home Or At Work: Household owns a personal computer
- 4 Personal Computers: Desktop: Own at home
- 5 Personal Computers: Laptop/Notebook/Tablet: Own at home
- 6 Personal Computers: Acer: Own at home
- 7 Personal Computers: Compaq: Own at home
- 8 Personal Computers: Dell: Own at home
- 9 Personal Computers: e Machines: Own at home
- 10 Personal Computers: Fujitsu: Own at home
- 11 Personal Computers: Gateway: Own at home
- 12 Personal Computers: Hewlett-Packard (HP): Own at home
- 13 Personal Computers: IBM: Own at home
- 14 Personal Computers: NEC: Own at home
- 15 Personal Computers: Packard Bell: Own at home
- 16 Personal Computers: Sony Vaio: Own at home
- 17 Personal Computers: Toshiba: Own at home
- 18 Personal Computers: Other: Own at home
- 19 Personal Computers: Peripherals: CD ROM Drive: Own at home
- 20 Personal Computers: Peripherals: CD-RW Drive (CD Burner): Own at home
- 21 Personal Computers: Peripherals: DVD Drive: Own at home
- 22 Personal Computers: Peripherals: Modem/Fax Modem: Own at home
- 23 Personal Computers: Peripherals: LAN/Network Interface Cards: Own at home
- 24 Personal Computers: Peripherals: Microphone: Own at home
- 25 Personal Computers: Peripherals: Monitor - LCD/Flat Panel: Own at home
- 26 Personal Computers: Peripherals: Monitor - Standard/Tube: Own at home
- 27 Personal Computers: Peripherals: Printer - Ink Jet: Own at home
- 28 Personal Computers: Peripherals: Printer - Laser: Own at home
- 29 Personal Computers: Peripherals: Removable Cartridge Storage Device: Own at home
- 30 Personal Computers: Peripherals: Scanner: Own at home
- 31 Personal Computers: Peripherals: Speakers: Own at home
- 32 Personal Computers: Peripherals: Surge Protector: Own at home
- 33 Personal Computers: Peripherals: Tape Backup: Own at home
- 34 Personal Computers: Peripherals: Webcam: Own at home
- 35 Personal Computers: Peripherals: Other: Own at home

36 Personal Computers: Apple/Mac: Apple eMac: Own at home  
37 Personal Computers: Apple/Mac: Apple iBook: Own at home  
38 Personal Computers: Apple/Mac: Apple iMac: Own at home  
39 Personal Computers: Apple/Mac: Apple Macintosh: Own at home  
40 Personal Computers: Apple/Mac: Apple PowerBook: Own at home  
41 Personal Computers: Apple/Mac: Power Mac: Own at home  
42 Personal Computers: Apple/Mac: Other Apple/Mac: Own at home  
43 Personal Computers: Operating Systems: Apple/Mac OS 8.x: Own at home  
44 Personal Computers: Operating Systems: Apple/Mac OS 9.x: Own at home  
45 Personal Computers: Operating Systems: Apple/Mac OS X (10.x): Own at home  
46 Personal Computers: Operating Systems: Linux: Own at home  
47 Personal Computers: Operating Systems: MS DOS: Own at home  
48 Personal Computers: Operating Systems: MS Windows 3.X: Own at home  
49 Personal Computers: Operating Systems: MS Windows NT: Own at home  
50 Personal Computers: Operating Systems: MS Windows '95: Own at home  
51 Personal Computers: Operating Systems: MS Windows '98: Own at home  
52 Personal Computers: Operating Systems: MS Windows 2000: Own at home  
53 Personal Computers: Operating Systems: MS Windows XP: Own at home  
54 Personal Computers: Operating Systems: MS Windows XP/Pentablet: Own at home  
55 Personal Computers: Operating Systems: Unix: Own at home  
56 Personal Computers: Operating Systems: Other: Own at home  
57 Personal Computers: Software: Accounting: Own at home  
58 Personal Computers: Software: CAD/CAM: Own at home  
59 Personal Computers: Software: Communications/Fax: Own at home  
60 Personal Computers: Software: Database/filing: Own at home  
61 Personal Computers: Software: Desktop Publishing: Own at home  
62 Personal Computers: Software: Education/training: Own at home  
63 Personal Computers: Software: Entertainment/Games: Own at home  
64 Personal Computers: Software: Personal finance/Tax prep: Own at home  
65 Personal Computers: Software: Presentation graphics: Own at home  
66 Personal Computers: Software: Multimedia: Own at home  
67 Personal Computers: Software: Networking: Own at home  
68 Personal Computers: Software: Online Meeting/Conference: Own at home  
69 Personal Computers: Software: Security/Anti-virus: Own at home  
70 Personal Computers: Software: Spreadsheet: Own at home  
71 Personal Computers: Software: Utility: Own at home  
72 Personal Computers: Software: Web Authoring: Own at home  
73 Personal Computers: Software: Word Processing: Own at home  
74 Personal Computers: Software: Other: Own at home  
75 Personal Computers: Summary: Any Brand: Own at home  
76 Personal Computers: Summary: Any IBM/IBM-compatible Brand: Own at home  
77 Personal Computers: Summary: Any Apple/Apple Mac Clone Brand: Own at home  
78 Personal Computers: Summary: Any Peripherals: Own at home  
79 Personal Computers: Summary: Any Software: Own at home  
80 Personal Computers: Desktop: Use at work  
81 Personal Computers: Laptop/Notebook/Tablet: Use at work  
82 Personal Computers: Acer: Use at work  
83 Personal Computers: Compaq: Use at work  
84 Personal Computers: Dell: Use at work  
85 Personal Computers: e Machines: Use at work  
86 Personal Computers: Fujitsu: Use at work  
87 Personal Computers: Gateway: Use at work  
88 Personal Computers: Hewlett-Packard (HP): Use at work  
89 Personal Computers: IBM: Use at work

90 Personal Computers: NEC: Use at work  
91 Personal Computers: Packard Bell: Use at work  
92 Personal Computers: Sony Vaio: Use at work  
93 Personal Computers: Toshiba: Use at work  
94 Personal Computers: Other: Use at work  
95 Personal Computers: Peripherals: CD ROM Drive: Use at work  
96 Personal Computers: Peripherals: CD-RW Drive (CD Burner): Use at work  
97 Personal Computers: Peripherals: DVD Drive: Use at work  
98 Personal Computers: Peripherals: Modem/Fax Modem: Use at work  
99 Personal Computers: Peripherals: LAN/Network Interface Cards: Use at work  
100 Personal Computers: Peripherals: Microphone: Use at work  
101 Personal Computers: Peripherals: Monitor - LCD/Flat Panel: Use at work  
102 Personal Computers: Peripherals: Monitor - Standard/Tube: Use at work  
103 Personal Computers: Peripherals: Printer - Ink Jet: Use at work  
104 Personal Computers: Peripherals: Printer - Laser: Use at work  
105 Personal Computers: Peripherals: Removable Cartridge Storage Device: Use at work  
106 Personal Computers: Peripherals: Scanner: Use at work  
107 Personal Computers: Peripherals: Speakers: Use at work  
108 Personal Computers: Peripherals: Surge Protector: Use at work  
109 Personal Computers: Peripherals: Tape Backup: Use at work  
110 Personal Computers: Peripherals: Webcam: Use at work  
111 Personal Computers: Peripherals: Other: Use at work  
112 Personal Computers: Operating Systems: Apple/Mac OS 8.x: Use at work  
113 Personal Computers: Operating Systems: Apple/Mac OS 9.x: Use at work  
114 Personal Computers: Operating Systems: Apple/Mac OS X (10.x): Use at work  
115 Personal Computers: Operating Systems: Linux: Use at work  
116 Personal Computers: Operating Systems: MS DOS: Use at work  
117 Personal Computers: Operating Systems: MS Windows 3.X: Use at work  
118 Personal Computers: Operating Systems: MS Windows NT: Use at work  
119 Personal Computers: Operating Systems: MS Windows '95: Use at work  
120 Personal Computers: Operating Systems: MS Windows '98: Use at work  
121 Personal Computers: Operating Systems: MS Windows 2000: Use at work  
122 Personal Computers: Operating Systems: MS Windows XP: Use at work  
123 Personal Computers: Operating Systems: MS Windows XP/Pentablet: Use at work  
124 Personal Computers: Operating Systems: Unix: Use at work  
125 Personal Computers: Operating Systems: Other: Use at work  
126 Personal Computers: Software: Accounting: Use at work  
127 Personal Computers: Software: CAD/CAM: Use at work  
128 Personal Computers: Software: Communications/Fax: Use at work  
129 Personal Computers: Software: Database/filing: Use at work  
130 Personal Computers: Software: Desktop Publishing: Use at work  
131 Personal Computers: Software: Education/training: Use at work  
132 Personal Computers: Software: Entertainment/Games: Use at work  
133 Personal Computers: Software: Personal finance/Tax prep: Use at work  
134 Personal Computers: Software: Presentation graphics: Use at work  
135 Personal Computers: Software: Multimedia: Use at work  
136 Personal Computers: Software: Networking: Use at work  
137 Personal Computers: Software: Online Meeting/Conference: Use at work  
138 Personal Computers: Software: Security/Anti-virus: Use at work  
139 Personal Computers: Software: Spreadsheet: Use at work  
140 Personal Computers: Software: Utility: Use at work  
141 Personal Computers: Software: Web Authoring: Use at work  
142 Personal Computers: Software: Word Processing: Use at work  
143 Personal Computers: Software: Other: Use at work

- 144 Personal Computers: Summary: Any Brand: Use at work
- 145 Personal Computers: Summary: Any IBM/IBM-compatible Brand: Use at work
- 146 Personal Computers: Summary: Any Apple/Apple Mac Clone Brand: Use at work
- 147 Personal Computers: Summary: Any Peripherals: Use at work
- 148 Personal Computers: Summary: Any Software: Use at work
- 149 Personal Computers At Home: Amount Spent On Software: Under \$100
- 150 Personal Computers At Home: Amount Spent On Software: \$100 - \$199
- 151 Personal Computers At Home: Amount Spent On Software: \$200 - \$299
- 152 Personal Computers At Home: Amount Spent On Software: \$300 - \$499
- 153 Personal Computers At Home: Amount Spent On Software: \$500+
- 154 Personal Computers At Home: Computer Books: Bought any
- Personal Computers At Home: Decision maker system purchase: Yourself alone or with someone else
- 155
- 156 Personal Computers At Home: Decision maker system purchase: Someone else
- 157 Personal Computers At Home: Amount Spent In Total: Under \$500: Any
- 158 Personal Computers At Home: Amount Spent In Total: \$ 500 - \$ 999: Any
- 159 Personal Computers At Home: Amount Spent In Total: \$1,000 - \$1,499: Any
- 160 Personal Computers At Home: Amount Spent In Total: \$1,500 - \$1,999: Any
- 161 Personal Computers At Home: Amount Spent In Total: \$2,000 - \$2,999: Any
- 162 Personal Computers At Home: Amount Spent In Total: \$3,000 - \$4,999: Any
- 163 Personal Computers At Home: Amount Spent In Total: \$5,000+: Any
- 164 Personal Computers At Home: Who uses: Yourself
- 165 Personal Computers At Home: Who uses: Other adult
- 166 Personal Computers At Home: Who uses: Child (under 18)
- 167 Personal Computers At Home: Computer Superstore: Any
- 168 Personal Computers At Home: Department Store: Any
- 169 Personal Computers At Home: Direct from Manufacturer: Any
- 170 Personal Computers At Home: Electronic Store: Any
- 171 Personal Computers At Home: Internet: Any
- 172 Personal Computers At Home: Mail Order Catalog: Any
- 173 Personal Computers At Home: Warehouse Discount Outlet: Any
- 174 Personal Computers At Home: Other: Any

## **EASI/MRI Electronics**

- 1 Electronics: All
- 2 Telephones And Accessories: Household owns: In-home Cordless Telephone
- Telephones And Accessories: Household owns: Other Household Telephone (Rotary or Touchtone)
- 3
- 4 Telephones And Accessories: Household owns: Answering Machine
- 5 Telephones And Accessories: Household owns: Telephone Pagers/Beepers
- 6 Telephones And Accessories: Services Used: Call forwarding
- 7 Telephones And Accessories: Services Used: Call return
- 8 Telephones And Accessories: Services Used: Call waiting
- 9 Telephones And Accessories: Services Used: Caller identification
- 10 Telephones And Accessories: Services Used: Repeat dialing
- 11 Telephones And Accessories: Services Used: Second phone line
- 12 Telephones And Accessories: Services Used: Three-way calling
- 13 Telephones And Accessories: Services Used: Voice messaging/voice mail
- 14 Cameras - Any Type: Own
- 15 Cameras: APS (Point & Shoot or SLR): Personally own
- 16 Cameras: Other: Personally own
- 17 Cameras: Cartridge: Personally own
- 18 Cameras: Digital (non-disposable): Personally own

19 Cameras: Other: Personally own  
20 Cameras: Disc: Personally own  
21 Cameras: Instant developing camera: Personally own  
22 Cameras: Movie Camera (not camcorder or video camera): Personally own  
23 Cameras: 35mm Auto Focus Point & Shoot: Personally own  
24 Cameras: 35mm Auto Focus SLR: Personally own  
25 Cameras: 35mm Auto Focus Zoom Camera: Personally own  
26 Cameras: Other: Personally own  
27 Cameras: 35mm SLR (Single Lens Reflex): Personally own  
28 Cameras: Video Still Camera: Personally own  
29 Audio Equipment: Audio/CD recorder: Household owns  
30 Audio Equipment: Mini Disk player/recorder: Household owns  
31 Audio Equipment: Multi-component System: Household owns  
32 Audio Equipment: Cassette Recorder/Player: Household owns  
33 Audio Equipment: Equalizer: Household owns  
34 Audio Equipment: Headphones: Household owns  
35 Audio Equipment: Home Theater/Entertainment System: Household owns  
36 Audio Equipment: Pocket-size Radio/Cassette Player: Household owns  
37 Audio Equipment: Portable Radio/Tape Player: Household owns  
38 Audio Equipment: Receiver - Amplifier: Household owns  
39 Audio Equipment: Speakers: Household owns  
40 Audio Equipment: Any: Household owns  
41 Video Cassette Recorder: Kinds/Brands: Any: Household owns  
42 Camcorders: Household owns: Any  
43 Compact Disc Players: Any CD Player: Household owns  
44 Television Sets: Number Own: 1  
45 Television Sets: Number Own: 2  
46 Television Sets: Number Own: 3  
47 Television Sets: Number Own: 4+  
48 Television Sets: Types: Net Any Set: Black & White  
49 Television Sets: Types: Net Any Set: Color, Portable  
50 Television Sets: Types: Net Any Set: Color, Floor  
51 Television Sets: Screen Size: Net Any Set: Miniature (under 13")  
52 Television Sets: Screen Size: Net Any Set: Regular (13"-26")  
53 Television Sets: Screen Size: Net Any Set: Large (27"-35")  
54 Television Sets: Screen Size: Net Any Set: Big Screen (36"-42")  
55 Television Sets: Screen Size: Net Any Set: Giant Screen (over 42")  
56 Television Sets: Features: Net Any Set: HDTV  
57 Television Sets: Features: Net Any Set: HDTV Ready  
58 Television Sets: Features: Net Any Set: Monitor input/output jacks  
59 Television Sets: Features: Net Any Set: Stereo broadcast capability  
60 Television Sets: Features: Net Any Set: Picture in Picture  
61 Television Sets: Features: Net Any Set: Combination TV/VCR  
62 Television Sets: Features: Net Any Set: Closed captioning  
63 Cellular Telephones: HH owns any  
64 Video Game Systems: Any video game systems: Household owns  
65 Mp3 Players: Any MP3 Player: Household owns  
66 DVD Players: Any DVD Player: Household owns  
67 Television Sets: Number Own: Any  
68 Television Sets: Number Own: None  
69 Audio Equipment - Amount Spent In Total: Mean Value  
70 Camera & Developing Accessories: Amount Spent In Total: Less than \$20  
71 Camera & Developing Accessories: Amount Spent In Total: \$20 - \$99  
72 Camera & Developing Accessories: Amount Spent In Total: \$100+

- 73 Camcorders: Amount Spent In Total: Mean Value of Less than \$350 ; \$350 - \$750 ;  
More than \$750
- 74 VCR: Average Amount spent in past 12 months

## **EASI/MRI Family Restaurants and Steak Houses**

- 1 Family Restaurants and Steak Houses: All
- 2 Family Restaurants & Steak Houses: Visited In Last 6 Months: Applebees
- 3 Family Restaurants & Steak Houses: Visited In Last 6 Months: Baker's Square
- 4 Family Restaurants & Steak Houses: Visited In Last 6 Months: Benihana
- 5 Family Restaurants & Steak Houses: Visited In Last 6 Months: Bennigans
- 6 Family Restaurants & Steak Houses: Visited In Last 6 Months: Bertucci's
- 7 Family Restaurants & Steak Houses: Visited In Last 6 Months: Big Boy
- 8 Family Restaurants & Steak Houses: Visited In Last 6 Months: Bob Evans Farms
- 9 Family Restaurants & Steak Houses: Visited In Last 6 Months: Bonanza
- 10 Family Restaurants & Steak Houses: Visited In Last 6 Months: California Pizza Kitchen
- 11 Family Restaurants & Steak Houses: Visited In Last 6 Months: Cheesecake Factory
- 12 Family Restaurants & Steak Houses: Visited In Last 6 Months: Chevy's
- 13 Family Restaurants & Steak Houses: Visited In Last 6 Months: Chili's Grill & Bar
- 14 Family Restaurants & Steak Houses: Visited In Last 6 Months: Coco's
- 15 Family Restaurants & Steak Houses: Visited In Last 6 Months: Cracker Barrel
- 16 Family Restaurants & Steak Houses: Visited In Last 6 Months: Damon's
- 17 Family Restaurants & Steak Houses: Visited In Last 6 Months: Dave & Buster's
- 18 Family Restaurants & Steak Houses: Visited In Last 6 Months: Denny's
- 19 Family Restaurants & Steak Houses: Visited In Last 6 Months: Don Pablo's
- 20 Family Restaurants & Steak Houses: Visited In Last 6 Months: Eat 'N Park
- 21 Family Restaurants & Steak Houses: Visited In Last 6 Months: El Chico
- 22 Family Restaurants & Steak Houses: Visited In Last 6 Months: El Torito
- 23 Family Restaurants & Steak Houses: Visited In Last 6 Months: Friendly's
- 24 Family Restaurants & Steak Houses: Visited In Last 6 Months: Golden Corral
- 25 Family Restaurants & Steak Houses: Visited In Last 6 Months: Ground Round
- 26 Family Restaurants & Steak Houses: Visited In Last 6 Months: Hooters
- 27 Family Restaurants & Steak Houses: Visited In Last 6 Months: Houlihan's
- 28 Family Restaurants & Steak Houses: Visited In Last 6 Months: Howard Johnson
- 29 Family Restaurants & Steak Houses: Visited In Last 6 Months: International House of  
Pancakes (IHOP)
- 30 Family Restaurants & Steak Houses: Visited In Last 6 Months: Joe's Crab Shack
- 31 Family Restaurants & Steak Houses: Visited In Last 6 Months: Lone Star Steakhouse
- 32 Family Restaurants & Steak Houses: Visited In Last 6 Months: Marie Callenders
- 33 Family Restaurants & Steak Houses: Visited In Last 6 Months: O'Charley's
- 34 Family Restaurants & Steak Houses: Visited In Last 6 Months: Old Country/Hometown  
Buffet
- 35 Family Restaurants & Steak Houses: Visited In Last 6 Months: Olive Garden
- 36 Family Restaurants & Steak Houses: Visited In Last 6 Months: Outback Steakhouse
- 37 Family Restaurants & Steak Houses: Visited In Last 6 Months: Perkins
- 38 Family Restaurants & Steak Houses: Visited In Last 6 Months: Pizzeria Uno
- 39 Family Restaurants & Steak Houses: Visited In Last 6 Months: Ponderosa
- 40 Family Restaurants & Steak Houses: Visited In Last 6 Months: Red Lobster
- 41 Family Restaurants & Steak Houses: Visited In Last 6 Months: Red Robin
- 42 Family Restaurants & Steak Houses: Visited In Last 6 Months: Romano's Macaroni Grill
- 43 Family Restaurants & Steak Houses: Visited In Last 6 Months: Ruby Tuesday
- 44 Family Restaurants & Steak Houses: Visited In Last 6 Months: Ruth's Chris Steak House
- 45 Family Restaurants & Steak Houses: Visited In Last 6 Months: Ryans

46 Family Restaurants & Steak Houses: Visited In Last 6 Months: Shoney's  
47 Family Restaurants & Steak Houses: Visited In Last 6 Months: Sizzler  
48 Family Restaurants & Steak Houses: Visited In Last 6 Months: Spaghetti Warehouse  
49 Family Restaurants & Steak Houses: Visited In Last 6 Months: Steak 'n Ale  
Family Restaurants & Steak Houses: Visited In Last 6 Months: Stuart Anderson's Black  
50 Angus & Cattle Company  
51 Family Restaurants & Steak Houses: Visited In Last 6 Months: T.G.I. Friday's  
52 Family Restaurants & Steak Houses: Visited In Last 6 Months: Tony Roma's  
53 Family Restaurants & Steak Houses: Visited In Last 6 Months: Village Inn Restaurant  
54 Family Restaurants & Steak Houses: Visited In Last 6 Months: Breakfast  
55 Family Restaurants & Steak Houses: Visited In Last 6 Months: Lunch  
56 Family Restaurants & Steak Houses: Visited In Last 6 Months: Snacks  
57 Family Restaurants & Steak Houses: Visited In Last 6 Months: Supper/Dinner  
58 Family Restaurants & Steak Houses: Visited In Last 6 Months: Weekdays  
59 Family Restaurants & Steak Houses: Visited In Last 6 Months: Weekends  
60 Family Restaurants & Steak Houses: Visited In Last 6 Months: Total Category  
61 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Applebees  
62 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Baker's Square  
63 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Benihana  
64 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bennigans  
65 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bertucci's  
66 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Big Boy  
67 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bob Evans Farms  
68 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bonanza  
Family Restaurants & Steak Houses: Times Visited In Last 30 Days: California Pizza  
69 Kitchen  
Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Cheesecake  
70 Factory  
71 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Chevy's  
72 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Chili's Grill & Bar  
73 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Coco's  
74 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Cracker Barrel  
75 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Damon's  
76 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Dave & Buster's  
77 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Denny's  
78 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Don Pablo's  
79 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Eat 'N Park  
80 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: El Chico  
81 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: El Torito  
82 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Friendly's  
83 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Golden Corral  
84 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ground Round  
85 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Hooters  
86 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Houlihan's  
87 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Howard Johnson  
Family Restaurants & Steak Houses: Times Visited In Last 30 Days: International House  
88 of Pancakes (IHOP)  
89 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Joe's Crab Shack  
Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Lone Star  
90 Steakhouse  
91 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Marie Callenders  
92 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: O'Charley's  
Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Old  
93 Country/Hometown Buffet

- 94 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Olive Garden
- 95 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Outback Steakhouse
- 96 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Perkins
- 97 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Pizzeria Uno
- 98 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ponderosa
- 99 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Red Lobster
- 100 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Red Robin
- 101 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Romano's Macaroni Grill
- 102 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ruby Tuesday
- 103 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ruth's Chris Steak House
- 104 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ryans
- 105 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Shoney's
- 106 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Sizzler
- 107 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Spaghetti Warehouse
- 108 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Steak 'n Ale
- 109 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Stuart Anderson's Black Angus & Cattle Company
- 110 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: T.G.I. Friday's
- 111 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Tony Roma's
- 112 Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Village Inn Restaurant
- 113 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Breakfast
- 114 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Lunch
- 115 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Snacks
- 116 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Supper/Dinner
- 117 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Weekdays
- 118 Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Weekends
- 119 Family Restaurants & Steak Houses: Total Users Total: 5+ Number of Times/Last 30 Days: Total Category
- 120 Family Restaurants & Steak Houses: Medium Users: 2-4 Number of Times/Last 30 Days: Total Category
- 121 Family Restaurants & Steak Houses: Light Users: 0-1 Number of Times/Last 30 Days: Total Category

## **EASI/MRI Fast Food**

- 1 Fast Food: All
- 2 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Total Category
- 3 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: A & W
- 4 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Arby's
- 5 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Au Bon Pain
- 6 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Baja Fresh Mexican Grill
- 7 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Baskin-Robbins
- 8 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Blimpie Subs & Salads
- 9 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Bojangles
- 10 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Boston Market
- 11 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Burger King
- 12 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Captain D's
- 13 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Carl's Jr.
- 14 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Checkers

- 15 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chick-Fil-A
- 16 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chipotle Mexican Grill
- 17 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chuck E Cheese
- 18 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Church's Fried Chicken
- 19 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Dairy Queen
- 20 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Del Taco
- 21 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Domino's Pizza
- 22 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Donatos
- 23 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Dunkin Donuts
- 24 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Einstein Bros. Bagel Shop
- 25 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: El Pollo Loco
- 26 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Fazoli's
- 27 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Fuddruckers
- 28 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Godfather's Pizza
- 29 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Hardee's
- 30 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Jack in the box
- 31 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: KFC (Kentucky Fried Chicken)
- 32 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Krispy Kreme Doughnuts
- 33 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Krystal's Hamburgers
- 34 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Little Caesar's
- 35 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Long John Silver's
- 36 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: McDonald's
- 37 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Panera Bread
- 38 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Papa John's
- 39 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Pizza Hut
- 40 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Pizza Inn
- 41 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Popeyes Famous Fried Chicken
- 42 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Quizno's
- 43 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Rally's
- 44 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Round Table Pizza
- 45 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Roy Rogers
- 46 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Schlotzsky's Deli
- 47 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Sonic Drive-in
- 48 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Starbucks
- 49 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Steak 'n Shake
- 50 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Subway
- 51 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Bell
- 52 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Bueno
- 53 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Time
- 54 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: TCBY
- 55 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Wendy's
- 56 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Whataburger
- 57 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Wienerschnitzel
- 58 Fast Food & Drive-In Restaurants: Visited In Last 6 Months: White Castle
- 59 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Breakfast
- 60 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Lunch
- 61 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Snacks
- 62 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Supper/Dinner
- 63 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Weekdays
- 64 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Weekends
- 65 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Eat-in
- 66 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Home delivery

- 67 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Take-out - Drive-thru
- 68 Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Take-out - Walk-in
- 69 Fast Food & Drive-In Restaurants: Total Users Total: 13+ Number of Times/Last 30 Days: Total Category
- 70 Fast Food & Drive-In Restaurants: Medium Users: 5-12 Number of Times/Last 30 Days: Total Category
- 71 Fast Food & Drive-In Restaurants: Light Users: 0-4 Number of Times/Last 30 Days: Total Category

## **EASI/MRI Financial**

- 1 Financial: All
- 2 Banking & Financial Services: Any Banking Service: Personally have
- 3 Banking & Financial Services: Interest Checking Account: Personally have
- 4 Banking & Financial Services: Non-Interest Checking Account: Personally have
- 5 Banking & Financial Services: Money Market Account: Personally have
- 6 Banking & Financial Services: Savings Account: Personally have
- 7 Banking & Financial Services: Auto Loan for new car: Personally have
- 8 Banking & Financial Services: Personal Loan for education only: Personally have
- 9 Banking & Financial Services: Personal Loan not for education: Personally have
- 10 Banking & Financial Services: Home Improvement Loans (unsecured): Personally have
- 11 Banking & Financial Services: Home Mortgage (1st): Personally have
- 12 Banking & Financial Services: 2nd Mortgage (Equity Loan): Personally have
- 13 Banking & Financial Services: Mortgage Refinance/Consolidation Loan: Personally have
- 14 Banking & Financial Services: Personal Line of Credit: Personally have
- 15 Banking & Financial Services: Home Equity Line of Credit: Personally have
- 16 Banking & Financial Services: Overdraft Protection: Personally have
- 17 Banking & Financial Services: Special 'Seniors' Club: Personally have
- 18 Banking & Financial Services: Other Banking Services: Personally have
- 19 Banking & Financial Services: Any Banking Service: Personally have
- 20 Banking & Financial Services: Methods Used: ATM/Cash machine
- 21 Banking & Financial Services: Methods Used: Bank-in-person
- 22 Banking & Financial Services: Methods Used: Direct deposit (of payroll check)
- 23 Banking & Financial Services: Methods Used: Mail
- 24 Banking & Financial Services: Methods Used: Personal Computer/Internet-Online
- 25 Banking & Financial Services: Methods Used: Phone
- 26 Investment Activity: Stock rating service
- 27 Investment Activity: Financial planning or money management counsel
- 28 Securities: Personally Own: U.S. Savings Bonds
- 29 Securities: Personally Own: U.S. Treasury Notes
- 30 Securities: Personally Own: Other U.S. Government Bonds
- 31 Securities: Personally Own: Common or Preferred Stock in company you work for
- 32 Securities: Personally Own: Common Stock in any other company
- 33 Securities: Personally Own: Preferred Stock in any other company
- 34 Securities: Personally Own: Privately held shares of companies or partnerships
- 35 Securities: Personally Own: City/Municipal or state bonds
- 36 Securities: Personally Own: Corporate bonds or debentures
- 37 Securities: Personally Own: Money market funds
- 38 Securities: Personally Own: Mutual Funds (Bonds)
- 39 Securities: Personally Own: Mutual Funds (Stocks)
- 40 Securities: Personally Own: Tax Exempt funds
- 41 Securities: Personally Own: Annuities
- 42 Securities: Personally Own: Savings Certificates
- 43 Securities: Personally Own: Insured Money Market Accounts (bank)

44 Securities: Personally Own: CD (Certificate(s) of Deposit) - 6 months or less  
45 Securities: Personally Own: CD (Certificate(s) of Deposit) - more than 6 mos.  
46 Securities: Personally Own: Investments in gold, precious metals or gems  
47 Securities: Personally Own: Investment collections of antiques, books, stamps et  
48 Securities: Personally Own: Other investments (commodities/puts/calls/etc.)  
49 Securities: Personally Own: Total - all above investments  
50 Securities: own any securities  
51 Securities: Personally Own Stock in company you work for: Current market value: under \$10,000  
52 Securities: Summary Codes: Any stock: Own  
53 Securities: Summary Codes: Any other market instrument: Own  
54 Securities: Summary Codes: Any stock: Current market value under \$10,000  
55 Securities: Summary Codes: Any stock: \$10,000 - \$24,999  
56 Securities: Summary Codes: Any stock: \$25,000 - \$49,999  
57 Securities: Summary Codes: Any stock: \$50,000 - \$74,999  
58 Securities: Summary Codes: Any stock: \$75,000+  
59 Retirement Or College Savings Plans: IRA  
60 Retirement Or College Savings Plans: Keogh  
61 Retirement Or College Savings Plans: 401K  
62 Retirement Or College Savings Plans: 529 Plan (College Savings Plan)  
63 Investment Activity: Brokerage Firms Used: Ameritrade  
64 Investment Activity: Brokerage Firms Used: BrownCo  
65 Investment Activity: Brokerage Firms Used: Charles Schwab  
66 Investment Activity: Brokerage Firms Used: Edward Jones  
67 Investment Activity: Brokerage Firms Used: E\*Trade  
68 Investment Activity: Brokerage Firms Used: Fidelity  
69 Investment Activity: Brokerage Firms Used: Franklin-Templeton  
70 Investment Activity: Brokerage Firms Used: Merrill Lynch  
71 Investment Activity: Brokerage Firms Used: Morgan Stanley Dean Witter  
72 Investment Activity: Brokerage Firms Used: Prudential Securities/Wachovia Securities  
73 Investment Activity: Brokerage Firms Used: Salomon Smith Barney  
74 Investment Activity: Brokerage Firms Used: Other  
75 Investment Activity: Brokerage Firms Used: Scudder  
76 Investment Activity: Brokerage Firms Used: TD Waterhouse  
77 Investment Activity: Brokerage Firms Used: T.Rowe-Price  
78 Investment Activity: Brokerage Firms Used: UBS Paine Webber  
79 Investment Activity: Brokerage Firms Used: Vanguard  
80 Investment Activity: Brokerage Firms Used: Other full service firm  
81 Investment Activity: Brokerage Firms Used: Other discount brokerage firm  
82 Investment Activity: Brokerage Firms Used: Other online brokerage firm  
83 Investment Activity: Brokerage Firms Used: Any bank  
84 Investment Activity: Brokerage Firms Used: Other  
85 Real Estate: Vacation/Weekend home: Household owns  
86 Real Estate: Farm: Household owns  
87 Real Estate: Retirement real estate: Household owns  
88 Real Estate: Investment real estate: Household owns  
89 Real Estate: Any of the above real estate: Household owns  
90 Real Estate: Used Agent To Buy/Sell: Used a real estate agent  
91 Real Estate: Used Agent To Buy/Sell: Used to sell  
92 Real Estate: Used Agent To Buy/Sell: Used to buy  
93 Real Estate: Which Agent Used: Century 21  
94 Real Estate: Which Agent Used: Coldwell Banker  
95 Real Estate: Which Agent Used: GMAC Realty  
96 Real Estate: Which Agent Used: Prudential Real Estate

- 97 Real Estate: Which Agent Used: Realty One
- 98 Real Estate: Which Agent Used: Re/Max
- 99 Real Estate: Which Agent Used: Other
- 100 Credit Cards: Average Monthly Expenditure

## **EASI/MRI Grocery**

- 1 Grocery: All
- 2 Adhesive Bandages: Used in last 6 months
- 3 Aftershave Lotion & Cologne For Men: Used in last 6 months
- 4 Air Filters: Bought in last 12 Months
- 5 Air Fresheners, Carpet & Room Deodorizers: Used in last 6 months
- 6 Aluminum Foil: Used in last 6 months
- 7 American Pasteurized Processed Cheese: Used in last 6 months
- 8 Anti-Freeze/Coolant: Bought in last 12 Months
- 9 Artificial Sweeteners: Used in last 6 months
- 10 Athlete's Foot/Foot Care Products: Used in last 6 months
- 11 Automatic Dishwasher Detergent: Used in last 6 months
- 12 Baby Foods: Used in last 6 months
- 13 Baby Lotion: Used in last 6 months
- 14 Baby Nursers: Used in last 6 months
- 15 Baby Oil: Used in last 6 months
- 16 Baby Ointments: Used in last 6 months
- 17 Baby Powder: Used in last 6 months
- 18 Baby Shampoo: Used in last 6 months
- 19 Bacon And Breakfast Strips: Used in last 6 months
- 20 Bagels: Used in last 6 months
- 21 Baking Chips: Used in last 6 months
- 22 Baking Coconut: Used in last 6 months
- 23 Baking Mixes (Excluding Cake Mixes): Used in last 6 months
- 24 Baking Powder And Soda: Used in last 6 months
- 25 Bar Baking Chocolate: Used in last 6 months
- 26 Bath/Shower Additives (Women): Used in last 6 months
- 27 Batteries: Bought in Last 6 Months
- 28 Beef Fresh/Frozen: Used in last 6 months
- 29 Blank Audio Tapes: Bought in last 12 months
- 30 Blank Recordable Cd's/DVD's: Bought/Last 6 Months
- 31 Blank Video Tapes: Bought/Last 6 Months
- 32 Bleach: Used in last 6 months
- 33 Bleach And Depilatories: Used in last 6 months
- 34 Blusher (Women): Used in last 6 months
- 35 Body Powder: Used in last 6 months
- 36 Body Wash/Shower Gel: Used in last 6 months
- 37 Books: Bought last 12 months
- 38 Bottled Barbecue & Seasoning Sauces: Used in last 6 months
- 39 Bottled Water & Seltzer: Drank in Last 6 Months
- 40 Bourbon: Drank in Last 6 Months
- 41 Boxed Chocolates: Bought in Last 6 Months
- 42 Brandy: Drank in Last 6 Months
- 43 Bread: Used in last 6 months
- 44 Bread Crumbs & Coating Mixes: Used in last 6 months
- 45 Breakfast Cereals (Cold): Used in last 6 months
- 46 Breakfast Cereals (Hot): Used in last 6 months

47 Breakfast/Granola/Fruit Bars & Snacks: Used in last 6 months  
48 Breath Fresheners: Used in last 6 months  
49 Brownie & Cookie Mixes: Used in last 6 months  
50 Butter: Used in last 6 months  
51 Butter Alternatives: Used in last 6 months  
52 Canadian Whisky: Drank in Last 6 Months  
53 Canned Beans With Sauce: Used in last 6 months  
54 Canned Chicken: Used in last 6 months  
55 Canned Meats: Used in last 6 months  
56 Canned Or Jarred Fruit: Used in last 6 months  
57 Canned Or Jarred Mushrooms: Used in last 6 months  
58 Canned Or Jarred Soup/Broth: Used in last 6 months  
59 Canned Or Jarred Spaghetti & Macaroni: Used in last 6 months  
60 Canned Or Jarred Vegetables: Used in last 6 months  
61 Canned Stews: Used in last 6 months  
62 Canned Tomatoes: Used in last 6 months  
63 Canned Tuna: Used in last 6 months  
64 Canned/Wet Cat Food: Used in last 6 months  
65 Canned/Wet Dog Food: Used in last 6 months  
66 Car Cleaner Wash/Wipes: Bought in last 12 Months  
67 Car Rental - Business Use: Rented/last 12 Months  
68 Car Rental - Personal Use: Rented/last 12 Months  
69 Car Wax & Polish: Bought in last 12 Months  
70 Carpet And Rug Cleaners: Used in last 6 months  
71 Cat Litter: Used in last 6 months  
72 Cat Treats: Used in last 6 months  
73 Cellophane & Transparent Tape: Used in last 6 months  
74 Cents Off Coupons: Used in last 12 Months  
75 Champagne, Cold Duck & Sparkling Wines: Drank in Last 6 Months  
76 Charcoal: Used in last 12 Months  
77 Charcoal Lighter Fluid: Used in last 12 Months  
78 Chewing And Smokeless Tobacco: Bought in Last 6 Months  
79 Chewing Gum: Chewed in Last 6 Months  
80 Chicken & Turkey Fresh Or Frozen: Used in last 6 months  
81 Children's Cold Tablets & Liquids: Used in last 6 months  
82 Children's Cough Syrup: Used in last 6 months  
83 Children's Shoes: Bought/Last 6 Months  
84 Chili: Used in last 6 months  
85 Cigarette Rolling Papers: Used in last 6 months  
86 Cigarettes: Smoked in last 12 Months  
87 Cigars: Smoked in Last 6 Months  
88 Cocoa Powder (For Baking): Used in last 6 months  
89 Cognac: Drank in Last 6 Months  
90 Cold Cuts: Used in last 6 months  
91 Cold, Sinus And Allergy Remedies (Nonprescr.): Used in last 6 months  
92 Complete Packaged Prepared Dishes & Dinner Mixes: Used in last 6 months  
93 Complexion Care Products: Used in last 6 months  
94 Contact Lens Cleaning/Wetting Solutions: Used in last 6 months  
95 Cooked Hams: Used in last 6 months  
96 Cookies (Ready To Eat): Used in last 6 months  
97 Cordials & Liqueurs: Drank in Last 6 Months  
98 Corn & Tortilla Chips & Cheese Snacks: Used in last 6 months  
99 Cornish Hens: Used in last 6 months  
100 Cornmeal: Used in last 6 months

101 Cottage Cheese: Used in last 6 months  
102 Cotton Swabs: Used in last 6 months  
103 Cough Syrup (Nonprescription): Used in last 6 months  
104 Cough/Sore Throat Drops (Nonprescription): Used in last 6 months  
105 Crackers: Used in last 6 months  
106 Cream Cheese: Used in last 6 months  
107 Dental Floss: Used in last 6 months  
108 Dental Rinse: Used in last 6 months  
109 Denture Adhesives & Fixatives: Used in last 6 months  
110 Denture Cleaners: Used in last 6 months  
111 Deodorants And Antiperspirants: Used in last 6 months  
112 Dessert Toppings: Used in last 12 Months  
113 Devilled Ham: Used in last 6 months  
114 Diarrhea Remedies: Used in last 6 months  
115 Diet Cola Drinks: Drank in Last 6 Months  
116 Dinner Mixes And Kits: Used in last 6 months  
117 Dishwashing Liquid: Used in last 6 months  
118 Disposable Cups: Used in last 6 months  
119 Disposable Diapers/Underpants: Used in last 6 months  
120 Disposable Plates: Used in last 12 Months  
121 Disposable Razors: Used in last 6 months  
122 Doctor Visits: Visited in last 12 Months  
123 Dog Biscuits Or Treats: Used in last 6 months  
124 Domestic Dinner/Table Wines: Drank in Last 6 Months  
125 Drain/Septic Tank Cleaners: Used in last 6 months  
126 Dried Fruit: Used in last 6 months  
127 Drink Additives & Hot Cocoa (Add Milk Or Water): Used in last 6 months  
128 Dry Cake Mixes: Used in last 6 months  
129 Dry Disposable Household Wipes: Used in last 6 months  
130 Dry Milk: Used in last 6 months  
131 Dry Soup & Bouillon: Used in last 6 months  
132 Egg Alternatives: Used in last 6 months  
133 Eggs: Used in last 6 months  
134 Electric Shavers: Used in last 6 months  
135 Energy Drinks: Drank in Last 6 Months  
136 English Muffins: Used in last 6 months  
137 Evaporated/Condensed Milk: Used in last 6 months  
138 Extracts: Used in last 6 months  
139 Eye Liner (Women): Used in last 6 months  
140 Eye Shadow (Women): Used in last 6 months  
141 Eye Wash And Drops: Used in last 6 months  
142 Fabric Softeners: Used in last 6 months  
143 Facial Moisturizers: Used in last 6 months  
144 Facial Tissues: Used in last 6 months  
145 Family Restaurants & Steak Houses: Bought At Last 6 Months  
146 Fast Food & Drive-In Restaurants: Bought At Last 6 Months  
147 Feminine Hygiene Deodorant/Cleansing Products: Used in last 6 months  
148 Feminine Hygiene Douches (Women): Used in last 6 months  
149 Feminine Medicated Products (Women): Used in last 6 months  
150 Film: Bought last 12 Months  
151 Firelogs: Used in last 12 Months  
152 Fish & Seafood Fresh Or Frozen: Used in last 6 months  
153 Flavored & Seasoned Rice: Used in last 6 months  
154 Flavored Alcoholic Beverages/Coolers: Drank in Last 6 Months

155 Flavored Instant Coffee: Used in last 6 months  
156 Flea & Tick Care Products For Dogs & Cats: Used in last 12 Months  
157 Floor Cleaner, Wax & Polish: Used in last 6 months  
158 Flour: Used in last 6 months  
159 Food Prepared From Scratch: Made in Last 6 Months  
160 Foundation Make-Up (Women): Used in last 6 months  
161 Frankfurters & Wieners: Used in last 6 months  
162 Fresh Fruit & Vegetables: Used in last 6 months  
163 Fresh Milk: Used in last 6 months  
164 Frostings: Used in last 6 months  
165 Frozen Breaded Chicken: Used in last 6 months  
166 Frozen Breakfasts: Used in last 6 months  
167 Frozen Complete Dinners: Used in last 6 months  
168 Frozen Corn On The Cob: Used in last 6 months  
169 Frozen Desserts: Used in last 6 months  
170 Frozen Garlic Bread: Used in last 6 months  
171 Frozen Hot Snacks: Used in last 6 months  
172 Frozen Main Courses: Used in last 6 months  
173 Frozen Orange Juice: Used in last 6 months  
174 Frozen Pancakes/French Toast: Used in last 6 months  
175 Frozen Pizza: Used in last 6 months  
176 Frozen Potato Products: Used in last 6 months  
177 Frozen Snacks (Not Frozen Yogurt Or Ice Cream): Used in last 6 months  
178 Frozen Vegetables-Plain: Used in last 6 months  
179 Frozen Vegetables-Prepared: Used in last 6 months  
180 Frozen Waffles: Used in last 6 months  
181 Frozen Yogurt: Used in last 6 months  
182 Furniture Polish: Used in last 6 months  
183 Gasoline: Bought in Last 6 Months  
184 Gasoline Additives: Bought in last 12 Months  
185 Gelatin And Gelatin Desserts: Used in last 6 months  
186 Gin: Drank in Last 6 Months  
187 Glass And Surface Cleaners: Used in last 6 months  
188 Glue: Used in last 6 months  
189 Grapefruit Juice: Used in last 6 months  
190 Grated Cheese: Used in last 6 months  
191 Gravy/Sauce Mixes And Cooking Sauces: Used in last 6 months  
192 Greeting Cards: Bought in Last 6 Months  
193 Groin Irritation Remedies: Used in last 6 months  
194 Ground Coffee: Used in last 6 months  
195 Hair Coloring Products (For Use At Home): Used in last 6 months  
196 Hair Conditioners (For Use At Home): Used in last 6 months  
197 Hair Conditioning Treatment (For Use At Home): Used in last 6 months  
198 Hair Growth Products: Used in last 6 months  
199 Hair Mousse: Used in last 6 months  
200 Hair Sprays (For Use At Home): Used in last 6 months  
201 Hair Styling Gels & Lotions: Used in last 6 months  
202 Hair Tonic Or Dressing (Men): Used in last 6 months  
203 Hand & Body Cream, Lotion Or Oil: Used in last 6 months  
204 Hard Roll Candy: Bought/Last 6 Months  
205 Headache Remedies And Pain Relievers (Nonprescr.): Used in last 6 months  
206 Heavy Duty Hand Cleaners: Used in last 6 months  
207 Hemorrhoid Remedies: Used in last 6 months  
208 Home Permanents And Relaxers (Women): Used in last 6 months

209 Honey: Used in last 6 months  
210 Household Cleaners: Used in last 6 months  
211 Ice Cream Bars, Sandwiches & Bon Bons: Used in last 6 months  
212 Ice Cream, Ice Milk & Sherbet: Used in last 6 months  
213 Imported Beer/Ale: Drank in Last 6 Months  
214 Imported Dinner/Table Wines: Drank in Last 6 Months  
215 In-Bowl Toilet Bowl Cleaners: Used in last 6 months  
216 Indigestion Aids & Upset Stomach Remedies: Used in last 6 months  
217 Individual Big Block/Thick Bar Candy: Bought/Last 6 Months  
218 Individual Regular Size Candy: Bought/Last 6 Months  
219 Indoor Insecticides: Used in last 6 months  
220 Indoor Plant Food: Used in last 6 months  
221 Infant Cereal: Used in last 6 months  
222 In-Home Pregnancy Test (Women): Used in last 12 months  
223 Insect Repellents: Used in last 12 Months  
224 Instant Breakfast: Used in last 6 months  
225 Instant Iced Tea Mix: Used in last 12 Months  
226 Instant Or Freeze-Dried Coffee: Used in last 6 months  
227 In-Tank Toilet Bowl Cleaners: Used in last 6 months  
228 Irish Whiskey: Drank in Last 6 Months  
229 Jams & Jellies: Used in last 6 months  
230 Ketchup/Catsup: Used in last 6 months  
231 Lactose Intolerance Products: Used in last 6 months  
232 Laundry Pre-Treatments & Stain Removers: Used in last 6 months  
233 Laxatives: Used in last 6 months  
234 Leather And Vinyl Protectants: Bought in last 12 Months  
235 Light Bulbs: Used in last 6 months  
236 Lighters: Used in last 6 months  
237 Lip Care: Used in last 6 months  
238 Lipstick & Lip Gloss (Women): Used in last 6 months  
239 Liquid Baby Bath: Used in last 6 months  
240 Liquid Soaps/Hand Sanitizers: Used in last 6 months  
241 Liver Sausage (Liverwurst): Used in last 6 months  
242 Loose Face Powder (Women): Used in last 6 months  
243 Lottery: Bought in last 12 months  
244 Low Calorie Domestic Beer: Drank in Last 6 Months  
245 Low/No Alcohol Beer: Drank in Last 6 Months  
246 Luggage: Owns  
247 Lunch Combinations/Kits: Used in last 6 months  
248 Malt Liquor: Drank in Last 6 Months  
249 Margarine: Used in last 6 months  
250 Mascara (Women): Used in last 6 months  
251 Mayonnaise And Mayonnaise Type Salad Dressing: Used in last 6 months  
252 Meal/Dietary Supplements: Used in last 6 months  
253 Meat Snacks: Used in last 6 months  
254 Medicated Skin Ointments: Used in last 6 months  
255 Mexican Foods: Used in last 6 months  
256 Microwave Usage: Used in last 6 months  
257 Mints: Bought/Last 6 Months  
258 Mixed Drinks: Drank in Last 6 Months  
259 Motor Oil: Bought/Changed in last 12 Months  
260 Motor Oil Additives: Bought in last 12 Months  
261 Mouthwash: Used in last 6 months  
262 Mustard: Used in last 6 months

263 Nail Care Products & Polish (Women): Used in last 6 months  
264 Nail Polish Remover (Women): Used in last 6 months  
265 Nasal Sprays: Used in last 6 months  
266 Natural Or Imported Cheese: Used in last 6 months  
267 Nectars: Used in last 6 months  
268 No Bake Cakes/Pies: Used in last 6 months  
269 Non-Dairy Cream Substitutes: Used in last 6 months  
270 Nutrition/Energy Bars: Used in last 6 months  
271 Nuts: Bought in Last 6 Months  
272 Nuts For Cooking: Used in last 6 months  
273 Oil Filters: Bought in last 12 Months  
274 Olives: Used in last 6 months  
275 Orange Juice Not Frozen: Used in last 6 months  
276 Other Bread Products: Used in last 6 months  
277 Other Diet Soft Drinks, Not Colas: Drank in Last 6 Months  
278 Other Fruit Juices & Drinks: Used in last 6 months  
279 Other Meat Fresh/Frozen: Used in last 6 months  
280 Other Regular Carbonated Soft Drinks: Drank in Last 6 Months  
281 Outdoor Insecticides: Used in last 6 months  
282 Oven Cleaners: Used in last 6 months  
283 Oven Cooking Bags: Used in last 12 Months  
284 Packaged Dry Cat Food: Used in last 6 months  
285 Packaged Dry Dog Food: Used in last 6 months  
286 Packaged Instant Potatoes: Used in last 6 months  
287 Packaged Pasta Salads: Used in last 6 months  
288 Packaged Pie Crust: Used in last 6 months  
289 Packaged, Frozen, Refrigerated Pasta: Used in last 6 months  
290 Packages Of Miniature Candy: Bought/Last 6 Months  
291 Pain Relievers & Fever Reducers For Children: Used in last 6 months  
292 Pain Relieving Rubs, Liquids & Patches (Nonprescr.): Used in last 6 months  
293 Paint/Stain: Bought/last 12 Months  
294 Pantliners (Women): Used in last 6 months  
295 Paper Napkins: Used in last 6 months  
296 Paper Towels: Used in last 6 months  
297 Peanut Butter: Used in last 6 months  
298 Pectins: Used in last 6 months  
299 Perfume And Cologne For Women: Used in last 6 months  
300 Personal Care Soaps - Bar: Used in last 6 months  
301 Pickle Relish: Used in last 6 months  
302 Pickles: Used in last 6 months  
303 Pizza Mixes And Sauces: Used in last 6 months  
304 Pizza Shells/Crusts: Used in last 6 months  
305 Plastic Disposable Containers (Not Bags): Used in last 6 months  
306 Plastic Garbage Bags & Trash Can Liners: Used in last 6 months  
307 Plastic Sandwich/Food Storage/Freezer Bags: Used in last 6 months  
308 Plastic-Type Kitchen Wrap: Used in last 6 months  
309 Popping Corn & Popcorn Snacks: Used in last 6 months  
310 Popular Domestic Beer/Ale: Drank in Last 6 Months  
311 Port, Sherry & Dessert Wines: Drank in Last 6 Months  
312 Potato Chips: Used in last 6 months  
313 Powdered Fruit & Soft Drinks: Used in last 6 months  
314 Pre-Menstrual Or Period Pain Remedies (Women): Used in last 6 months  
315 Premium Domestic Beer/Ale: Drank in Last 6 Months  
316 Pre-Moistened Baby Wipes: Used in last 6 months

317 Pre-Moistened Household Wipes: Used in last 6 months  
318 Prepackaged Loose Candy: Bought/Last 6 Months  
319 Prepared Dinners For Children: Used in last 6 months  
320 Prepared Infant Formula: Used in last 6 months  
321 Prepared Mixed Drinks With Liquor: Drank in Last 6 Months  
322 Prepared Mixed Drinks Without Liquor: Drank in Last 6 Months  
323 Pre-Recorded Compact Discs & Audio Tapes: Bought in last 12 months  
324 Pressed Powder (Women): Used in last 6 months  
325 Pretzels: Used in last 6 months  
326 Professional Exterminators: Had treatment last 12 months  
327 Puddings & Pie Fillings: Used in last 6 months  
328 Razor Blades: Used in last 6 months  
329 Ready To Drink Iced Cappuccino/Espresso: Used in last 6 months  
330 Ready To Drink Iced Tea: Drank in Last 6 Months  
331 Ready To Eat Doughnuts: Used in last 6 months  
332 Ready To Eat Muffins: Used in last 6 months  
333 Ready To Eat Sweet Rolls & Pastries: Used in last 6 months  
334 Ready To Serve Dips: Used in last 6 months  
335 Refrigerated/Frozen Bread And Dough Products: Used in last 6 months  
336 Regular Cola Drinks, Not Diet: Drank in Last 6 Months  
337 Regular Domestic Beer/Ale: Drank in Last 6 Months  
338 Regular Tea: Used in last 6 months  
339 Rice: Used in last 6 months  
340 Rice Cakes: Used in last 6 months  
341 Rubber Gloves: Used in last 6 months  
342 Rum: Drank in Last 6 Months  
343 Rye Or Blended Whiskey: Drank in Last 6 Months  
344 Salad Dressing: Used in last 6 months  
345 Salad Or Cooking Oil: Used in last 6 months  
346 Salad Toppings: Used in last 6 months  
347 Salsa Or Picante Sauce: Used in last 6 months  
348 Salt: Used in last 6 months  
349 Salt Alternatives: Used in last 6 months  
350 Sanitary Napkins (Women): Used in last 6 months  
351 Sausage: Used in last 6 months  
352 Scotch Whisky: Drank in Last 6 Months  
353 Scouring Cleansers: Used in last 6 months  
354 Scouring Pads: Used in last 6 months  
355 Seasonings & Spices: Used in last 6 months  
356 Shampoo (For Use At Home): Used in last 6 months  
357 Shaving Creams Or Gels: Used in last 6 months  
358 Shock Absorbers/Struts: Bought in last 12 Months  
359 Shoe Polish: Bought/last 12 Months  
360 Shortening: Used in last 6 months  
361 Sleeping Tablets (Nonprescription): Used in last 6 months  
362 Snack Cakes: Used in last 6 months  
363 Snack Mixes: Bought/Last 6 Months  
364 Soap & Detergents For Fine Fabrics: Used in last 6 months  
365 Soap & Detergents For Regular Laundry: Used in last 6 months  
366 Soap For Baby: Used in last 6 months  
367 Sour Cream: Used in last 6 months  
368 Soy Milk: Used in last 6 months  
369 Soy Sauce: Used in last 6 months  
370 Spaghetti/Pasta Sauce: Used in last 6 months

- 371 Spark Plugs: Bought in last 12 Months
- 372 Sports Drinks/Thirst Quenchers: Drank in Last 6 Months
- 373 Spray Non-Stick Cooking Products: Used in last 6 months
- 374 Spray Starch: Used in last 6 months
- 375 Spread Cheese/Cheese Sauce: Used in last 6 months
- 376 Stimulants (Nonprescription): Used in last 6 months
- 377 Stockings & Pantyhose: Bought Last 6 Months
- 378 Stuffing Mixes And Stuffing Products: Used in last 6 months
- 379 Sugar: Used in last 6 months
- 380 Sunburn Remedies: Used in last 12 Months
- 381 Suntan & Sunscreen Products: Used in last 12 Months
- 382 Super Premium Domestic Beer/Ale: Drank in Last 6 Months
- 383 Table Syrup & Molasses: Used in last 6 months
- 384 Tampons (Women): Used in last 6 months
- 385 Teething Remedies: Used in last 6 months
- 386 Tequila: Drank in Last 6 Months
- 387 Tire Care: Bought in last 12 Months
- 388 Tires: Bought in last 12 Months
- 389 Toaster Products: Used in last 6 months
- 390 Toilet Paper: Used in last 6 months
- 391 Tomato And Vegetable Juices: Used in last 6 months
- 392 Tooth Whiteners (Not Toothpaste): Used in last 6 months
- 393 Toothache, Gum & Canker/Cold Sore Remedies: Used in last 6 months
- 394 Toothbrushes: Bought in Last 6 Months
- 395 Toothpaste: Used in last 6 months
- 396 Total Beer/Ale: Drank in Last 6 Months
- 397 Vegetarian Frozen Burgers: Used in last 6 months
- 398 Vermouth: Drank in Last 6 Months
- 399 Vinegar: Used in last 6 months
- 400 Vitamin And Dietary Supplements: Used in last 6 months
- 401 Vitamins For Children: Used in last 6 months
- 402 Vodka: Drank in Last 6 Months
- 403 Waffle Or Pancake Mix: Used in last 6 months
- 404 Wart & Corn Removers: Used in last 6 months
- 405 Water Softening Salts: Used in last 6 months
- 406 Waxed Paper: Used in last 6 months
- 407 Whipped Topping: Used in last 12 Months
- 408 Whole Coffee Beans: Used in last 6 months
- 409 Windshield Wipers: Bought in last 12 Months
- 410 Yeast: Used in last 6 months
- 411 Yogurt: Used in last 6 months

## **EASI/MRI Insurance**

- 1 Insurance: All
- 2 Life Insurance: Currently carry
- 3 Life Insurance: Source (currently carried): From a union
- 4 Life Insurance: Source (currently carried): From a place of work
- 5 Life Insurance: Source (currently carried): From a fraternal or other membership group
- 6 Life Insurance: Source (currently carried): Veterans life insurance
- 7 Life Insurance: Source (currently carried): From a bank
- 8 Life Insurance: Source (currently carried): With loan, mortgage or installment payments
- 9 Life Insurance: Source (currently carried): Through an agent representing one company

10 Life Insurance: Source (currently carried): Through an agent (broker) for many  
companies

11 Life Insurance: Source (currently carried): In response to mail advertising (no agent)

12 Life Insurance: Source (currently carried): Other

13 Life Insurance: Policies Carried: Separate term policy

14 Life Insurance: Policies Carried: Separate whole life policy

15 Life Insurance: Policies Carried: Universal life

16 Life Insurance: Policies Carried: Variable life

17 Life Insurance: Policies Carried: Combination term/whole life policy

18 Life Insurance: Policies Carried: Credit life

19 Life Insurance: Companies (have policy): AFLAC

20 Life Insurance: Companies (have policy): AIG

21 Life Insurance: Companies (have policy): Allstate

22 Life Insurance: Companies (have policy): American Family

23 Life Insurance: Companies (have policy): American General

24 Life Insurance: Companies (have policy): Bankers Life & Casualty

25 Life Insurance: Companies (have policy): Cigna

26 Life Insurance: Companies (have policy): Colonial Penn

27 Life Insurance: Companies (have policy): Conseco

28 Life Insurance: Companies (have policy): Equitable

29 Life Insurance: Companies (have policy): Farm Bureau

30 Life Insurance: Companies (have policy): Farmers Insurance Group

31 Life Insurance: Companies (have policy): Gerber Life

32 Life Insurance: Companies (have policy): Other

33 Life Insurance: Companies (have policy): Hartford

34 Life Insurance: Companies (have policy): ING

35 Life Insurance: Companies (have policy): John Hancock Mutual

36 Life Insurance: Companies (have policy): Lincoln Financial Group

37 Life Insurance: Companies (have policy): Massachusetts Mutual

38 Life Insurance: Companies (have policy): MetLife

39 Life Insurance: Companies (have policy): Mony (Mutual of New York)

40 Life Insurance: Companies (have policy): Mutual of Omaha

41 Life Insurance: Companies (have policy): Nationwide

42 Life Insurance: Companies (have policy): New York Life

43 Life Insurance: Companies (have policy): Northwestern Mutual

44 Life Insurance: Companies (have policy): Principal

45 Life Insurance: Companies (have policy): Prudential

46 Life Insurance: Companies (have policy): SBLI

47 Life Insurance: Companies (have policy): State Farm Mutual

48 Life Insurance: Companies (have policy): TIAA-CREF

49 Life Insurance: Companies (have policy): Travelers

50 Life Insurance: Companies (have policy): Veterans Life

51 Life Insurance: Companies (have policy): Western & Southern

52 Life Insurance: Companies (have policy): Zurich

53 Life Insurance: Companies (have policy): Other

54 Life Insurance: Companies (have policy): Any Company

55 Life Insurance: Companies (have policy): Any Company or Source

56 Other Insurance: Types: Dental insurance

57 Other Insurance: Types: Loss of income through medical causes insurance

58 Other Insurance: Types: Personal liability insurance

59 Other Insurance: Types: Travel insurance

60 Other Insurance: Types: Vision care insurance

61 Other Insurance: Types: Prescription Medicine

62 Other Insurance: Types: Mortgage insurance

63 Other Insurance: Types: Accidental death and dismemberment  
64 Other Insurance: Types: Boat owners insurance  
65 Other Insurance: Types: Long term care  
66 Other Insurance: Types: Disability  
67 Other Insurance: Types: Small business insurance  
68 Medical Insurance: Companies: Aetna US Healthcare  
69 Medical Insurance: Companies: AFLAC  
70 Medical Insurance: Companies: American Family  
71 Medical Insurance: Companies: Bankers Life & Casualty  
72 Medical Insurance: Companies: Blue Cross/Blue Shield  
73 Medical Insurance: Companies: Cigna  
74 Medical Insurance: Companies: Delta Dental  
75 Medical Insurance: Companies: Other  
76 Medical Insurance: Companies: Group Health Cooperative  
77 Medical Insurance: Companies: Humana Care Plus  
78 Medical Insurance: Companies: Kaiser Permanente  
79 Medical Insurance: Companies: Other  
80 Medical Insurance: Companies: Mutual of Omaha  
81 Medical Insurance: Companies: Oxford  
82 Medical Insurance: Companies: Pacific Care/FHP  
83 Medical Insurance: Companies: Physicians Life  
84 Medical Insurance: Companies: Prudential  
85 Medical Insurance: Companies: State Farm Mutual  
86 Medical Insurance: Companies: Unicare  
87 Medical Insurance: Companies: United Healthcare  
88 Medical Insurance: Companies: USAA  
89 Medical Insurance: Companies: Other  
90 Homeowners Or Personal Property Insurance: Have on home or personal belongings  
91 Homeowners Or Personal Property Insurance: Homeowner  
92 Homeowners Or Personal Property Insurance: Renter  
93 Homeowners Or Personal Property Insurance: Condominium/Co-op  
94 Homeowners Or Personal Property Insurance: Currently Carry: Fire  
95 Homeowners Or Personal Property Insurance: Currently Carry: Liability  
96 Homeowners Or Personal Property Insurance: Currently Carry: Theft and Loss  
97 Homeowners Or Personal Property Insurance: Currently Carry: Other  
98 Homeowners Or Personal Property Insurance: Company: AAA  
99 Homeowners Or Personal Property Insurance: Company: AIG  
100 Homeowners Or Personal Property Insurance: Company: Allstate  
101 Homeowners Or Personal Property Insurance: Company: American Express  
102 Homeowners Or Personal Property Insurance: Company: American Family  
103 Homeowners Or Personal Property Insurance: Company: Other  
104 Homeowners Or Personal Property Insurance: Company: Country Companies  
105 Homeowners Or Personal Property Insurance: Company: Farmers Insurance Group  
106 Homeowners Or Personal Property Insurance: Company: Fireman's Fund America  
107 Homeowners Or Personal Property Insurance: Company: Hartford  
108 Homeowners Or Personal Property Insurance: Company: Kemper  
109 Homeowners Or Personal Property Insurance: Company: Liberty Mutual  
110 Homeowners Or Personal Property Insurance: Company: MetLife  
111 Homeowners Or Personal Property Insurance: Company: Nationwide  
112 Homeowners Or Personal Property Insurance: Company: Prudential  
113 Homeowners Or Personal Property Insurance: Company: Safeco  
114 Homeowners Or Personal Property Insurance: Company: Shelter  
115 Homeowners Or Personal Property Insurance: Company: State Farm Mutual  
116 Homeowners Or Personal Property Insurance: Company: Travelers

117 Homeowners Or Personal Property Insurance: Company: USAA  
 118 Homeowners Or Personal Property Insurance: Company: Other  
 119 Medical Insurance: Personally carry medical/hospital/accident insurance  
 120 Medical Insurance: How Obtained: From a union  
 121 Medical Insurance: How Obtained: From a place of work  
 122 Medical Insurance: How Obtained: From a fraternal or other membership group  
 123 Medical Insurance: How Obtained: Medicaid  
 124 Medical Insurance: How Obtained: Medicare  
 125 Medical Insurance: How Obtained: Other government source  
 126 Medical Insurance: How Obtained: Through an agent representing one company  
 127 Medical Insurance: How Obtained: Agent (broker) representing more than one company  
 128 Medical Insurance: How Obtained: Mail advertising (no agent)  
 129 Medical Insurance: How Obtained: Phone contact (no agent)  
 130 Medical Insurance: How Obtained: Other  
 131 Medical Insurance: Health Maintenance Organization (Hmo): Belong to HMO  
 132 Autos/Other Vehicle Insurance: Number Of Vehicles In Household Covered: Any  
 133 Autos/Other Vehicle Insurance: How Acquired: From an agent  
 134 Autos/Other Vehicle Insurance: How Acquired: At place of work or union  
 135 Autos/Other Vehicle Insurance: How Acquired: Fraternal organization or group  
 136 Autos/Other Vehicle Insurance: How Acquired: Other  
 137 Autos/Other Vehicle Insurance: Type Carried: Collision  
 138 Autos/Other Vehicle Insurance: Type Carried: Liability  
 139 Autos/Other Vehicle Insurance: Type Carried: Medical payments  
 140 Autos/Other Vehicle Insurance: Type Carried: Uninsured motorist  
 141 Autos/Other Vehicle Insurance: Type Carried: Comprehensive  
 142 Autos/Other Vehicle Insurance: Type Carried: Towing  
 143 Autos/Other Vehicle Insurance: Company: AAA  
 144 Autos/Other Vehicle Insurance: Company: AIG  
 145 Autos/Other Vehicle Insurance: Company: Allstate  
 146 Autos/Other Vehicle Insurance: Company: American Family Mutual  
 147 Autos/Other Vehicle Insurance: Company: CNA  
 148 Autos/Other Vehicle Insurance: Company: Country Companies  
 149 Autos/Other Vehicle Insurance: Company: Farm Bureau  
 150 Autos/Other Vehicle Insurance: Company: Farmers Insurance Group  
 151 Autos/Other Vehicle Insurance: Company: Fireman's Fund American  
 152 Autos/Other Vehicle Insurance: Company: GEICO  
 153 Autos/Other Vehicle Insurance: Company: Hartford  
 154 Autos/Other Vehicle Insurance: Company: Kemper  
 155 Autos/Other Vehicle Insurance: Company: Liberty Mutual  
 156 Autos/Other Vehicle Insurance: Company: Mercury  
 157 Autos/Other Vehicle Insurance: Company: MetLife  
 158 Autos/Other Vehicle Insurance: Company: Nationwide  
 159 Autos/Other Vehicle Insurance: Company: Progressive  
 160 Autos/Other Vehicle Insurance: Company: Prudential  
 161 Autos/Other Vehicle Insurance: Company: Safeco  
 162 Autos/Other Vehicle Insurance: Company: State Farm Mutual  
 163 Autos/Other Vehicle Insurance: Company: Travelers  
 164 Autos/Other Vehicle Insurance: Company: 21st Century  
 165 Autos/Other Vehicle Insurance: Company: USAA  
 166 Autos/Other Vehicle Insurance: Company: Other  
 167 Homeowners Or Personal Property Insurance: Average Value Of Coverage  
 168 Life Insurance: Average total face value at present time

## EASI/MRI Internet

- 1 Internet: All
- 2 Internet Access: At home
- 3 Internet Access: At work
- 4 Internet Access: At school or library
- 5 Internet Access: Another place
- 6 Internet Access: Any Access
- 7 Internet: Any Internet/Online usage
- 8 Internet Activities: Visited a chat room
- 9 Internet Activities: Used e-mail
- 10 Internet Activities: Used Instant Messenger
- 11 Internet Activities: Made a purchase for personal use
- 12 Internet Activities: Made a purchase for business use
- 13 Internet Activities: Made personal or business travel plans
- 14 Internet Activities: Played games online
- 15 Internet Activities: Obtained financial information
- 16 Internet Activities: Tracked investments
- 17 Internet Activities: Traded stocks, bonds or mutual funds
- 18 Internet Activities: Obtained the latest news/current events
- 19 Internet Activities: Obtained sports news/information
- 20 Internet Activities: Obtained information for new or used car purchase
- 21 Internet Activities: Obtained information about real estate
- 22 Internet Activities: Obtained medical information
- 23 Internet Activities: Looked for employment
- 24 Internet Activities: Visited a TV network or TV show's website
- 25 Internet Activities: Listened to Radio on the Internet
- 26 Internet Activities: Downloaded Music
- 27 Internet Usage: More than once a day
- 28 Internet Usage: Once a day
- 29 Internet Usage: 3-6 times a week
- 30 Internet Usage: 1-2 times a week
- 31 Internet Usage: Less than once a week
- 32 Online Services used: America Online (AOL)
- 33 Online Services used: AT&T
- 34 Online Services used: Earthlink
- 35 Online Services used: MSN (Microsoft Network)
- 36 Online Services used: NetZero/Juno
- 37 Online Services used: Other
- 38 Online Services used: Any Service
- 39 Web Sites visited in last 30 days: abc.com
- 40 Web Sites visited in last 30 days: aol.com
- 41 Web Sites visited in last 30 days: Ask.com (formerly askjeeves)
- 42 Web Sites visited in last 30 days: bankrate.com
- 43 Web Sites visited in last 30 days: cbs.com
- 44 Web Sites visited in last 30 days: CBS sportsline.com
- 45 Web Sites visited in last 30 days: CNET.com
- 46 Web Sites visited in last 30 days: CNN.com
- 47 Web Sites visited in last 30 days: ESPN.com
- 48 Web Sites visited in last 30 days: Excite.com
- 49 Web Sites visited in last 30 days: fox.com
- 50 Web Sites visited in last 30 days: foxnews.com
- 51 Web Sites visited in last 30 days: google.com

- 52 Web Sites visited in last 30 days: iVillage.com
- 53 Web Sites visited in last 30 days: Lycos.com
- 54 Web Sites visited in last 30 days: monster.com
- 55 Web Sites visited in last 30 days: msnbc.com
- 56 Web Sites visited in last 30 days: msn.com
- 57 Web Sites visited in last 30 days: MTV.com
- 58 Web Sites visited in last 30 days: nbc.com
- 59 Web Sites visited in last 30 days: Netscape.com
- 60 Web Sites visited in last 30 days: nytimes.com
- 61 Web Sites visited in last 30 days: pbs.org
- 62 Web Sites visited in last 30 days: USA Today.com
- 63 Web Sites visited in last 30 days: Weather.com
- 64 Web Sites visited in last 30 days: wsj.com
- 65 Web Sites visited in last 30 days: Yahoo.com
- 66 Web Sites visited in last 30 days: ZD Net.com

## **EASI/MRI Leisure**

- 1 Leisure: All
- 2 Leisure Activities: Attend auto shows: Participated in last 12 months
- 3 Leisure Activities: Adult education courses: Participated in last 12 months
- 4 Leisure Activities: Attend horse races: Participated in last 12 months
- 5 Leisure Activities: Attend country music performances: Participated in last 12 months
- 6 Leisure Activities: Attend rock music performances: Participated in last 12 months
- 7 Leisure Activities: Other: Participated in last 12 months
- 8 Leisure Activities: Attend other music performances: Participated in last 12 months
- 9 Leisure Activities: Attend dance performances: Participated in last 12 months
- 10 Leisure Activities: Backgammon: Participated in last 12 months
- 11 Leisure Activities: Baking: Participated in last 12 months
- 12 Leisure Activities: Barbecuing: Participated in last 12 months
- 13 Leisure Activities: Go to bars/night clubs: Participated in last 12 months
- 14 Leisure Activities: Go to beach: Participated in last 12 months
- 15 Leisure Activities: Billiards/pool: Participated in last 12 months
- 16 Leisure Activities: Birdwatching: Participated in last 12 months
- 17 Leisure Activities: Board games: Participated in last 12 months
- 18 Leisure Activities: Book clubs: Participated in last 12 months
- 19 Leisure Activities: Ceramics/pottery: Participated in last 12 months
- 20 Leisure Activities: Chess: Participated in last 12 months
- 21 Leisure Activities: Cooking for fun: Participated in last 12 months
- 22 Leisure Activities: Concerts on radio: Participated in last 12 months
- 23 Leisure Activities: Crossword puzzles: Participated in last 12 months
- 24 Leisure Activities: Dance/go dancing: Participated in last 12 months
- 25 Leisure Activities: Dining out: Participated in last 12 months
- 26 Leisure Activities: Electronic games (not TV): Participated in last 12 months
- 27 Leisure Activities: Entertain friends or relatives at home: Participated in last 12 months
- 28 Leisure Activities: Other: Participated in last 12 months
- 29 Leisure Activities: Fly kites: Participated in last 12 months
- 30 Leisure Activities: Furniture refinishing: Participated in last 12 months
- 31 Leisure Activities: Other: Participated in last 12 months
- 32 Leisure Activities: Other: Participated in last 12 months
- 33 Leisure Activities: Go to live theater: Participated in last 12 months
- 34 Leisure Activities: Model making: Participated in last 12 months
- 35 Leisure Activities: Go to museums: Participated in last 12 months

36 Leisure Activities: Painting, drawing: Participated in last 12 months

37 Leisure Activities: Photography: Participated in last 12 months

38 Leisure Activities: Photo Album/Scrapbooking: Participated in last 12 months

39 Leisure Activities: Picnic: Participated in last 12 months

40 Leisure Activities: Play bingo: Participated in last 12 months

41 Leisure Activities: Play cards: Participated in last 12 months

42 Leisure Activities: Play musical instrument: Participated in last 12 months

43 Leisure Activities: Reading books: Participated in last 12 months

44 Leisure Activities: Other: Participated in last 12 months

45 Leisure Activities: Word games: Participated in last 12 months

46 Leisure Activities: Trivia games: Participated in last 12 months

47 Leisure Activities: Other: Participated in last 12 months

48 Leisure Activities: Video games: Participated in last 12 months

49 Leisure Activities: Woodworking: Participated in last 12 months

50 Leisure Activities: Zoo attendance: Participated in last 12 months

51 Leisure Activities: Engaged In: Collecting - coins

52 Leisure Activities: Engaged In: Collecting - figurines

53 Leisure Activities: Engaged In: Collecting - stamps

54 Leisure Activities: Engaged In: Collecting - sports trading cards

55 Leisure Activities: Engaged In: Electric trains

56 Leisure Activities: Engaged In: Indoor gardening & plants

57 Leisure Activities: Engaged In: Listen to music

58 Leisure Activities: Engaged In: Raising pets

59 Leisure Activities: Engaged In: Tropical fish

60 Leisure Activities: Engaged In: Any leisure activity

61 Public Activities: Voted in Federal, State, or Local Election

62 Public Activities: Written or called any politician at the state, local, or national level

63 Public Activities: Written a letter to the editor of a newspaper or magazine or called a live radio or TV show

64 Public Activities: Written something that has been published

65 Public Activities: Written an article for a magazine or newspaper

66 Public Activities: Attended a political rally, speech, or organized protest of any kind

67 Public Activities: Attended a public meeting on town or school affairs

68 Public Activities: Held or run for political office

69 Public Activities: Served on a committee for some local organization

70 Public Activities: Served as an officer for some club or organization

71 Public Activities: Signed a petition

72 Public Activities: Worked for a political party

73 Public Activities: Made a speech

74 Public Activities: Been an active member of any group that tries to influence public policy or government

75 Public Activities: Participated in environmental groups/causes

76 Public Activities: Engaged in fund raising

77 Public Activities: Recycled products

78 Public Activities: Any activity

79 Casino Gambling: Times Gambled: Atlantic City: Any

80 Casino Gambling: Times Gambled: Bahamas: Any

81 Casino Gambling: Times Gambled: Connecticut: Any

82 Casino Gambling: Times Gambled: Lake Tahoe: Any

83 Casino Gambling: Times Gambled: Las Vegas: Any

84 Casino Gambling: Times Gambled: Mississippi Gulf Coast: Any

85 Casino Gambling: Times Gambled: Reno: Any

86 Casino Gambling: Times Gambled: Other: Any

87 Casino Gambling: Times Gambled: Any gambling: Any

- 88 Movie Attendance: Attended a movie
- 89 Movie Attendance: Once a week or more
- 90 Movie Attendance: 2-3 times a month
- 91 Movie Attendance: Once a month
- 92 Movie Attendance: Less than once a month
- 93 Needlecraft And Sewing: Sewing - general mending: Any
- 94 Needlecraft And Sewing: Sewing - garments from patterns: Any
- 95 Needlecraft And Sewing: Knitting: Any
- 96 Needlecraft And Sewing: Crocheting: Any
- 97 Needlecraft And Sewing: Cross-stitch: Any
- 98 Needlecraft And Sewing: Needlepoint: Any
- 99 Needlecraft And Sewing: Quilting: Any
- 100 Garden: Have a garden
- 101 Garden: Participated in outdoor gardening in last 12 months

## **EASI/MRI Media Audio**

- 1 Media Audio: All
- 2 Radio Formats: Adult Contemporary
- 3 Radio Formats: Adult Standards
- 4 Radio Formats: All News
- 5 Radio Formats: All Talk
- 6 Radio Formats: Alternative
- 7 Radio Formats: CHR
- 8 Radio Formats: Classic Hits
- 9 Radio Formats: Classic Rock
- 10 Radio Formats: Classical
- 11 Radio Formats: Country
- 12 Radio Formats: Easy Listening
- 13 Radio Formats: Ethnic
- 14 Radio Formats: Gospel
- 15 Radio Formats: Hispanic
- 16 Radio Formats: Jazz
- 17 Radio Formats: News/Talk
- 18 Radio Formats: Oldies
- 19 Radio Formats: Public
- 20 Radio Formats: Religious
- 21 Radio Formats: Rock
- 22 Radio Formats: Soft Adult Contemporary
- 23 Radio Formats: Sports
- 24 Radio Formats: Urban
- 25 Radio Formats: Variety/Other
- 26 Radio Listening: 6:00 am 10:00 am: Weekday Did not listen
- 27 Radio Listening: 10:00 am 3:00 pm: Weekday Did not listen
- 28 Radio Listening: 3:00 pm 7:00 pm: Weekday Did not listen
- 29 Radio Listening: 7:00 pm Midnight: Weekday Did not listen
- 30 Radio Listening: Midnight 6:00 am: Weekday Did not listen
- 31 Radio Listening: 6:00 am 10:00 am: Weekday 1/2 hour
- 32 Radio Listening: 10:00 am 3:00 pm: Weekday 1/2 hour
- 33 Radio Listening: 3:00 pm 7:00 pm: Weekday 1/2 hour
- 34 Radio Listening: 7:00 pm Midnight: Weekday 1/2 hour
- 35 Radio Listening: Midnight 6:00 am: Weekday 1/2 hour
- 36 Radio Listening: 6:00 am 10:00 am: Weekday 1 hour

37 Radio Listening: 10:00 am 3:00 pm: Weekday 1 hour  
38 Radio Listening: 3:00 pm 7:00 pm: Weekday 1 hour  
39 Radio Listening: 7:00 pm Midnight: Weekday 1 hour  
40 Radio Listening: Midnight 6:00 am: Weekday 1 hour  
41 Radio Listening: 6:00 am 10:00 am: Weekday 1 1/2 hour  
42 Radio Listening: 10:00 am 3:00 pm: Weekday 1 1/2 hour  
43 Radio Listening: 3:00 pm 7:00 pm: Weekday 1 1/2 hour  
44 Radio Listening: 7:00 pm Midnight: Weekday 1 1/2 hour  
45 Radio Listening: Midnight 6:00 am: Weekday 1 1/2 hour  
46 Radio Listening: 6:00 am 10:00 am: Weekday 2 hours  
47 Radio Listening: 10:00 am 3:00 pm: Weekday 2 hours  
48 Radio Listening: 3:00 pm 7:00 pm: Weekday 2 hours  
49 Radio Listening: 7:00 pm Midnight: Weekday 2 hours  
50 Radio Listening: Midnight 6:00 am: Weekday 2 hours  
51 Radio Listening: 6:00 am 10:00 am: Weekday 2 1/2 hours  
52 Radio Listening: 10:00 am 3:00 pm: Weekday 2 1/2 hours  
53 Radio Listening: 3:00 pm 7:00 pm: Weekday 2 1/2 hours  
54 Radio Listening: 7:00 pm Midnight: Weekday 2 1/2 hours  
55 Radio Listening: Midnight 6:00 am: Weekday 2 1/2 hours  
56 Radio Listening: 6:00 am 10:00 am: Weekday 3 hours  
57 Radio Listening: 10:00 am 3:00 pm: Weekday 3 hours  
58 Radio Listening: 3:00 pm 7:00 pm: Weekday 3 hours  
59 Radio Listening: 7:00 pm Midnight: Weekday 3 hours  
60 Radio Listening: Midnight 6:00 am: Weekday 3 hours  
61 Radio Listening: 6:00 am 10:00 am: Weekday 3 1/2 hours  
62 Radio Listening: 10:00 am 3:00 pm: Weekday 3 1/2 hours  
63 Radio Listening: 3:00 pm 7:00 pm: Weekday 3 1/2 hours  
64 Radio Listening: 7:00 pm Midnight: Weekday 3 1/2 hours  
65 Radio Listening: Midnight 6:00 am: Weekday 3 1/2 hours  
66 Radio Listening: 6:00 am 10:00 am: Weekday 4 hours  
67 Radio Listening: 10:00 am 3:00 pm: Weekday 4 hours  
68 Radio Listening: 3:00 pm 7:00 pm: Weekday 4 hours  
69 Radio Listening: 7:00 pm Midnight: Weekday 4 hours  
70 Radio Listening: Midnight 6:00 am: Weekday 4 hours  
71 Radio Listening: 6:00 am 10:00 am: Weekday 4 1/2 hours  
72 Radio Listening: 10:00 am 3:00 pm: Weekday 4 1/2 hours  
73 Radio Listening: 3:00 pm 7:00 pm: Weekday 4 1/2 hours  
74 Radio Listening: 7:00 pm Midnight: Weekday 4 1/2 hours  
75 Radio Listening: Midnight 6:00 am: Weekday 4 1/2 hours  
76 Radio Listening: 6:00 am 10:00 am: Weekday 5+ hours  
77 Radio Listening: 10:00 am 3:00 pm: Weekday 5+ hours  
78 Radio Listening: 3:00 pm 7:00 pm: Weekday 5+ hours  
79 Radio Listening: 7:00 pm Midnight: Weekday 5+ hours  
80 Radio Listening: Midnight 6:00 am: Weekday 5+ hours  
81 Radio Listening: 6:00 am 10:00 am: Weekend Did not listen  
82 Radio Listening: 10:00 am 3:00 pm: Weekend Did not listen  
83 Radio Listening: 3:00 pm 7:00 pm: Weekend Did not listen  
84 Radio Listening: 7:00 pm Midnight: Weekend Did not listen  
85 Radio Listening: Midnight 6:00 am: Weekend Did not listen  
86 Radio Listening: 6:00 am 10:00 am: Weekend 1/2 hour  
87 Radio Listening: 10:00 am 3:00 pm: Weekend 1/2 hour  
88 Radio Listening: 3:00 pm 7:00 pm: Weekend 1/2 hour  
89 Radio Listening: 7:00 pm Midnight: Weekend 1/2 hour  
90 Radio Listening: Midnight 6:00 am: Weekend 1/2 hour

- 91 Radio Listening: 6:00 am 10:00 am: Weekend 1 hour
- 92 Radio Listening: 10:00 am 3:00 pm: Weekend 1 hour
- 93 Radio Listening: 3:00 pm 7:00 pm: Weekend 1 hour
- 94 Radio Listening: 7:00 pm Midnight: Weekend 1 hour
- 95 Radio Listening: Midnight 6:00 am: Weekend 1 hour
- 96 Radio Listening: 6:00 am 10:00 am: Weekend 1 1/2 hour
- 97 Radio Listening: 10:00 am 3:00 pm: Weekend 1 1/2 hour
- 98 Radio Listening: 3:00 pm 7:00 pm: Weekend 1 1/2 hour
- 99 Radio Listening: 7:00 pm Midnight: Weekend 1 1/2 hour
- 100 Radio Listening: Midnight 6:00 am: Weekend 1 1/2 hour
- 101 Radio Listening: 6:00 am 10:00 am: Weekend 2 hours
- 102 Radio Listening: 10:00 am 3:00 pm: Weekend 2 hours
- 103 Radio Listening: 3:00 pm 7:00 pm: Weekend 2 hours
- 104 Radio Listening: 7:00 pm Midnight: Weekend 2 hours
- 105 Radio Listening: Midnight 6:00 am: Weekend 2 hours
- 106 Radio Listening: 6:00 am 10:00 am: Weekend 2 1/2 hours
- 107 Radio Listening: 10:00 am 3:00 pm: Weekend 2 1/2 hours
- 108 Radio Listening: 3:00 pm 7:00 pm: Weekend 2 1/2 hours
- 109 Radio Listening: 7:00 pm Midnight: Weekend 2 1/2 hours
- 110 Radio Listening: Midnight 6:00 am: Weekend 2 1/2 hours
- 111 Radio Listening: 6:00 am 10:00 am: Weekend 3 hours
- 112 Radio Listening: 10:00 am 3:00 pm: Weekend 3 hours
- 113 Radio Listening: 3:00 pm 7:00 pm: Weekend 3 hours
- 114 Radio Listening: 7:00 pm Midnight: Weekend 3 hours
- 115 Radio Listening: Midnight 6:00 am: Weekend 3 hours
- 116 Radio Listening: 6:00 am 10:00 am: Weekend 3 1/2 hours
- 117 Radio Listening: 10:00 am 3:00 pm: Weekend 3 1/2 hours
- 118 Radio Listening: 3:00 pm 7:00 pm: Weekend 3 1/2 hours
- 119 Radio Listening: 7:00 pm Midnight: Weekend 3 1/2 hours
- 120 Radio Listening: Midnight 6:00 am: Weekend 3 1/2 hours
- 121 Radio Listening: 6:00 am 10:00 am: Weekend 4 hours
- 122 Radio Listening: 10:00 am 3:00 pm: Weekend 4 hours
- 123 Radio Listening: 3:00 pm 7:00 pm: Weekend 4 hours
- 124 Radio Listening: 7:00 pm Midnight: Weekend 4 hours
- 125 Radio Listening: Midnight 6:00 am: Weekend 4 hours
- 126 Radio Listening: 6:00 am 10:00 am: Weekend 4 1/2 hours
- 127 Radio Listening: 10:00 am 3:00 pm: Weekend 4 1/2 hours
- 128 Radio Listening: 3:00 pm 7:00 pm: Weekend 4 1/2 hours
- 129 Radio Listening: 7:00 pm Midnight: Weekend 4 1/2 hours
- 130 Radio Listening: Midnight 6:00 am: Weekend 4 1/2 hours
- 131 Radio Listening: 6:00 am 10:00 am: Weekend 5+ hours
- 132 Radio Listening: 10:00 am 3:00 pm: Weekend 5+ hours
- 133 Radio Listening: 3:00 pm 7:00 pm: Weekend 5+ hours
- 134 Radio Listening: 7:00 pm Midnight: Weekend 5+ hours
- 135 Radio Listening: Midnight 6:00 am: Weekend 5+ hours
- 136 Media Quintile/Tercile Codes: Radio I (Heavy)
- 137 Media Quintile/Tercile Codes: Radio II
- 138 Media Quintile/Tercile Codes: Radio III
- 139 Media Quintile/Tercile Codes: Radio IV
- 140 Media Quintile/Tercile Codes: Radio V (Light)

## EASI/MRI Media Read

- 1 Media Read: All
- 2 Books: Total Users: Bought last 12 months: Total Category
- 3 Books: Total Users: 10+ Bought last 12 months: Total Category
- 4 Books: Medium Users: 4-9 Bought last 12 months: Total Category
- 5 Books: Light Users: 1-3 Bought last 12 months: Total Category
- 6 Books: Total Users: Bought last 12 months: Cookbooks
- 7 Books: Total Users: Bought last 12 months: Desk Dictionary
- 8 Books: Total Users: Bought last 12 months: Encyclopedia
- 9 Books: Total Users: Bought last 12 months: Mystery
- 10 Books: Total Users: Bought last 12 months: Novel
- 11 Books: Total Users: Bought last 12 months: Biography
- 12 Books: Total Users: Bought last 12 months: History
- 13 Books: Total Users: Bought last 12 months: Science Fiction
- 14 Books: Total Users: Bought last 12 months: Children's Books
- 15 Books: Total Users: Bought last 12 months: Adventure/Role Playing
- 16 Books: Total Users: Bought last 12 months: Romance
- 17 Books: Total Users: Bought last 12 months: Personal/Business Self-help
- 18 Books: Total Users: Bought last 12 months: Religious (not Bibles)
- 19 Books: Total Users: Bought last 12 months: Other
- 20 Books: Total Users: 4+ Bought last 12 months: Cookbooks
- 21 Books: Total Users: 4+ Bought last 12 months: Desk Dictionary
- 22 Books: Total Users: 5+ Bought last 12 months: Encyclopedia
- 23 Books: Total Users: 6+ Bought last 12 months: Mystery
- 24 Books: Total Users: 6+ Bought last 12 months: Novel
- 25 Books: Total Users: 4+ Bought last 12 months: Biography
- 26 Books: Total Users: 4+ Bought last 12 months: History
- 27 Books: Total Users: 5+ Bought last 12 months: Science Fiction
- 28 Books: Total Users: 7+ Bought last 12 months: Children's Books
- 29 Books: Total Users: 4+ Bought last 12 months: Adventure/Role Playing
- 30 Books: Total Users: 5+ Bought last 12 months: Romance
- 31 Books: Total Users: 4+ Bought last 12 months: Personal/Business Self-help
- 32 Books: Total Users: 4+ Bought last 12 months: Religious (not Bibles)
- 33 Books: Total Users: 7+ Bought last 12 months: Other
- 34 Books: Medium Users: 2-3 Bought last 12 months: Cookbooks
- 35 Books: Medium Users: 2-3 Bought last 12 months: Desk Dictionary
- 36 Books: Medium Users: 2-4 Bought last 12 months: Encyclopedia
- 37 Books: Medium Users: 3-5 Bought last 12 months: Mystery
- 38 Books: Medium Users: 3-5 Bought last 12 months: Novel
- 39 Books: Medium Users: 2-3 Bought last 12 months: Biography
- 40 Books: Medium Users: 2-3 Bought last 12 months: History
- 41 Books: Medium Users: 2-4 Bought last 12 months: Science Fiction
- 42 Books: Medium Users: 3-6 Bought last 12 months: Children's Books
- 43 Books: Medium Users: 2-3 Bought last 12 months: Adventure/Role Playing
- 44 Books: Medium Users: 2-4 Bought last 12 months: Romance
- 45 Books: Medium Users: 2-3 Bought last 12 months: Personal/Business Self-help
- 46 Books: Medium Users: 2-3 Bought last 12 months: Religious (not Bibles)
- 47 Books: Medium Users: 3-6 Bought last 12 months: Other
- 48 Books: Light Users: 0-1 Bought last 12 months: Cookbooks
- 49 Books: Light Users: 0-1 Bought last 12 months: Desk Dictionary
- 50 Books: Light Users: 0-1 Bought last 12 months: Encyclopedia
- 51 Books: Light Users: 0-2 Bought last 12 months: Mystery

52 Books: Light Users: 0-2 Bought last 12 months: Novel  
53 Books: Light Users: 0-1 Bought last 12 months: Biography  
54 Books: Light Users: 0-1 Bought last 12 months: History  
55 Books: Light Users: 0-1 Bought last 12 months: Science Fiction  
56 Books: Light Users: 0-2 Bought last 12 months: Children's Books  
57 Books: Light Users: 0-1 Bought last 12 months: Adventure/Role Playing  
58 Books: Light Users: 0-1 Bought last 12 months: Romance  
59 Books: Light Users: 0-1 Bought last 12 months: Personal/Business Self-help  
60 Books: Light Users: 0-1 Bought last 12 months: Religious (not Bibles)  
61 Books: Light Users: 0-2 Bought last 12 months: Other  
62 Books: Total Users: Bought last 12 months: Where bought: Book club  
63 Books: Total Users: Bought last 12 months: Where bought: Book store  
64 Books: Total Users: Bought last 12 months: Where bought: Convenience store  
65 Books: Total Users: Bought last 12 months: Where bought: Department store  
66 Books: Total Users: Bought last 12 months: Where bought: Drug store  
67 Books: Total Users: Bought last 12 months: Where bought: Internet/Online  
68 Books: Total Users: Bought last 12 months: Where bought: Mail order  
69 Books: Total Users: Bought last 12 months: Where bought: Supermarket  
70 Books: Total Users: Bought last 12 months: Where bought: Warehouse store  
71 Magazine Types: Airline  
72 Magazine Types: Automotive  
73 Magazine Types: Babies  
74 Magazine Types: Boating  
75 Magazine Types: Bridal  
76 Magazine Types: Business/Finance  
77 Magazine Types: Computers  
78 Magazine Types: Epicurean  
79 Magazine Types: Fishing/Hunting  
80 Magazine Types: Fraternal  
81 Magazine Types: General Editorial  
82 Magazine Types: Health  
83 Magazine Types: Home Service  
84 Magazine Types: Men  
85 Magazine Types: Motorcycle  
86 Magazine Types: Music  
87 Magazine Types: News and Entertainment Weeklies  
88 Magazine Types: Newspaper Distributed  
89 Magazine Types: Outdoor Recreation  
90 Magazine Types: Parenthood  
91 Magazine Types: Photography  
92 Magazine Types: Science/Technology  
93 Magazine Types: Sports  
94 Magazine Types: Travel  
95 Magazine Types: Video Games/PC & Console  
96 Magazine Types: Women  
97 Magazine Types: Women Fashion  
98 Media Quintile/Tercile Codes: Magazines I (Heavy)  
99 Media Quintile/Tercile Codes: Magazines II  
100 Media Quintile/Tercile Codes: Magazines III  
101 Media Quintile/Tercile Codes: Magazines IV  
102 Media Quintile/Tercile Codes: Magazines V (Light)  
103 Media Quintile/Tercile Codes: Newspaper I (Heavy)  
104 Media Quintile/Tercile Codes: Newspaper II  
105 Media Quintile/Tercile Codes: Newspaper III

- 106 Media Quintile/Tercile Codes: Newspaper IV
- 107 Media Quintile/Tercile Codes: Newspaper V (Light)
- 108 Media Quintile/Tercile Codes: Outdoor I (Heavy)
- 109 Media Quintile/Tercile Codes: Outdoor II
- 110 Media Quintile/Tercile Codes: Outdoor III
- 111 Media Quintile/Tercile Codes: Outdoor IV
- 112 Media Quintile/Tercile Codes: Outdoor V (Light)
- 113 Media Quintile/Tercile Codes: Yellow Pages I (Heavy)
- 114 Media Quintile/Tercile Codes: Yellow Pages II
- 115 Media Quintile/Tercile Codes: Yellow Pages III (Light)
- 116 Newspapers: Read any daily newspaper
- 117 Newspapers: Read any one daily newspaper
- 118 Newspapers: Read any two or more daily newspapers
- 119 Newspapers: Read any Sunday newspaper
- 120 Newspapers: Read any one Sunday newspaper
- 121 Newspapers: Read any two or more Sunday newspapers

### **EASI/MRI Media Watch**

- 1 Media Watch: All
- 2 Cable available in neighborhood
- 3 HH subscribes to cable
- 4 HH subscribes to digital cable
- 5 HH has satellite dish
- 6 DirecTV
- 7 Dish Network
- 8 Other satellite dish programming company
- 9 Any premium channel viewing/past 30 days
- 10 Watched any pay per-view/past 12 mos
- 11 Any cable viewing/past wk
- 12 Heavy cable viewing/15+ hrs past wk
- 13 ABC Family Channel
- 14 Media Watch: A&E
- 15 AMC (American Movie Classics)
- 16 Animal Planet
- 17 BBC America
- 18 BET (Black Entertainment TV)
- 19 Bloomberg Television
- 20 Bravo
- 21 Cartoon Network
- 22 CMT (Country Music Television)
- 23 CNBC
- 24 Media Watch: CNN
- 25 Comedy Central
- 26 Court TV
- 27 Discovery Channel
- 28 Discovery Health
- 29 Discovery Home
- 30 Discovery Times
- 31 Disney Channel
- 32 DIY (Do It Yourself Network)
- 33 E!
- 34 ESPN

35	ESPN 2
36	ESPN Classic
37	ESPNews
38	Fine Living
39	Flix
40	Food Network
41	Fox News Channel
42	FSN (Fox Sports Net)
43	Fuse
44	FX
45	G4
46	GSN (Game Show Network)
47	Golf Channel
48	GAC (Great American Country)
49	Hallmark Channel
50	Headline CNN News
51	History Channel
52	HGTV (Home & Garden Television)
53	HSN (Home Shopping Network)
54	IFC (Independent Film Channel)
55	Lifetime
56	Lifetime Movie Network (LMN)
57	Military Channel
58	MSNBC
59	Media Watch: MTV
60	MTV2
61	National Geographic Channel
62	Nick at Nite
63	Nickelodeon
64	OLN (Outdoor Life Network)
65	Outdoor Channel
66	Oxygen
67	Media Watch: QVC
68	Science Channel
69	Sci-Fi Channel
70	Shop at Home
71	Soap Net
72	Speed Channel
73	Spike TV
74	Style
75	Sundance
76	Superstation WGN
77	Media Watch: TBS
78	TLC (The Learning Channel)
79	Toon Disney
80	Travel Channel
81	Trio
82	TNT (Turner Network Television)
83	TCM (Turner Classic Movies)
84	TV Guide Channel
85	TV Land
86	USA Network
87	VH-1
88	VH-1 Classic

89 Weather Channel

90 WE (Women's Entertainment)

91 Pay service: watched Cinemax/past 7 days

92 Pay service: watched Encore/past 7 days

93 Pay service: watched HBO/past 7 days

94 Pay service: watched The Movie Channel/past 7 days

95 Pay service: watched Showtime/past 7 days

96 Pay service: watched Starz!/past 7 days

97 TV Viewing: Weekdays: 6:00 am-7:00 am (all zones)

98 TV Viewing: Weekdays: 7:00 am-9:00 am (all zones)

99 TV Viewing: Weekdays: 9:00 am-12 noon (all zones)

100 TV Viewing: Weekdays: 12noon-4:00 pm (Eastern/Pacific) 12noon-3:00 pm (Central/Midwest)

101 TV Viewing: Weekdays: 4:00 pm-6:00 pm (Eastern/Pacific), 3:00 pm-5:00 pm (Central/Mountain)

102 TV Viewing: Weekdays: 6:00 pm-7:00 pm (Eastern/Pacific), 5:00 pm-6:00 pm (Central/Mountain)

103 TV Viewing: Weekdays: 7:00 pm-7:30 pm (Eastern/Pacific), 6:00 pm-6:30 pm (Central/Mountain)

104 TV Viewing: Weekdays: 7:30 pm-8:00 pm (Eastern/Pacific), 6:30 pm-7:00 pm (Central/Mountain)

105 TV Viewing: Weekdays: 8:00 pm-11:00 pm (Eastern/Pacific), 7:00 pm-10:00 pm (Central/Mountain)

106 TV Viewing: Weekdays: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm (Central/Mountain)

107 TV Viewing: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-midnight (Central/Mountain)

108 TV Viewing: Weekdays: 1:00 am-6:00 am (Eastern/Pacific), 12:00 am-6:00 am (Central/Mountain)

109 TV Viewing: Saturday: 7:00 am-10:00 am (all zones)

110 TV Viewing: Saturday: 10:00 am-1:00 pm (Eastern/Pacific), 10:00 am-12 noon (Central/Mountain)

111 TV Viewing: Saturday: 1:00 pm-4:30 pm (Eastern/Pacific), 12 noon-3:30 pm (Central/Mountain)

112 TV Viewing: Saturday: 4:30 pm-6:00 pm (Eastern/Pacific), 3:30 pm-5:00 pm (Central/Mountain)

113 TV Viewing: Saturday: 6:00 pm-7:30 pm (Eastern/Pacific), 5:00 pm-6:30 pm (Central/Mountain)

114 TV Viewing: Saturday: 7:30 pm-8:00 pm (Eastern/Pacific), 6:30 pm-7:00 pm (Central/Mountain)

115 TV Viewing: Saturday: 8:00 pm-10:00 pm (Eastern/Pacific), 7:00 pm-9:00 pm (Central/Mountain)

116 TV Viewing: Saturday: 10:00 pm-11:00 pm (Eastern/Pacific), 9:00 pm-10:00 pm (Central/Mountain)

117 TV Viewing: Saturday: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm (Central/Mountain)

118 TV Viewing: Saturday: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-Midnight (Central/Mountain)

119 TV Viewing: Sunday: 7:00 am-10:00 am (all zones)

120 TV Viewing: Sunday: 10:00 am-1:00 pm (Eastern/Pacific), 10:00 am-12 noon (Central/Mountain)

121 TV Viewing: Sunday: 1:00 pm-4:30 pm (Eastern/Pacific), 12 noon-3:30 pm (Central/Mountain)

122 TV Viewing: Sunday: 4:30 pm-6:00 pm (Eastern/Pacific), 3:30 pm-5:00 pm (Central/Mountain)

123 TV Viewing: Sunday: 6:00 pm-7:00 pm (Eastern/Pacific), 5:00 pm-6:00 pm  
(Central/Mountain)

124 TV Viewing: Sunday: 7:00 pm-10:00 pm (Eastern/Pacific), 6:00 pm-9:00 pm  
(Central/Mountain)

125 TV Viewing: Sunday: 10:00 pm-11:00 pm (Eastern/Pacific), 9:00 pm-10:00 pm  
(Central/Mountain)

126 TV Viewing: Sunday: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm  
(Central/Mountain)

127 TV Viewing: Sunday: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-Midnight  
(Central/Mountain)

128 TV Viewing: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm  
(Central/Mountain)

129 TV Viewing: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm  
(Central/Mountain)

130 TV Viewing: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm  
(Central/Mountain)

131 TV Viewing: Weekdays 9:00 am-12 noon (all zones)

132 TV Viewing: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm  
(Central/Mountain)

133 TV Viewing: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm  
(Central/Mountain)

134 TV Viewing: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight  
(Central/Mountain)

135 TV Viewing: Total Prime time Mon-Sun

136 TV Viewing: Weekend children's shows: Saturday-Sunday morning

137 TV Viewing: Weekend Sports: Saturday-Sunday afternoon

138 TV Show Types: Adventure/Westerns/Sci-Fi Primetime

139 TV Show Types: Auto Racing - Specials

140 TV Show Types: Awards-Specials

141 TV Show Types: Baseball Specials

142 TV Show Types: Basketball-Weekend-College

143 TV Show Types: Basketball Specials-College

144 TV Show Types: Basketball Specials-Professional

145 TV Show Types: Comedy/Variety

146 TV Show Types: Daytime Dramas

147 TV Show Types: Daytime Talk/Variety

148 TV Show Types: Documentary Informational- Primetime

149 TV Show Types: Early Evening Network News - Mon-Fri

150 TV Show Types: Early Evening Network News - Weekend

151 TV Show Types: Early Morning News

152 TV Show Types: Early Morning Talk/Informational/News

153 TV Show Types: Entertainment Specials

154 TV Show Types: Feature Film-Primetime

155 TV Show Types: Football-College Weekend

156 TV Show Types: Football-Pro Weekend

157 TV Show Types: Football Bowl Games-Specials

158 TV Show Types: Football Specials-Professional

159 TV Show Types: Game Shows-Primetime

160 TV Show Types: General Drama-Primetime

161 TV Show Types: Golf

162 TV Show Types: Gymnastics

163 TV Show Types: Horse Racing

164 TV Show Types: Late Night Network News/Info - Mon-Fri

165 TV Show Types: Late Night Talk/Variety

166 TV Show Types: News- Specials

167	TV Show Types: Pageants - Specials
168	TV Show Types: Private Detective/Suspense/Mystery/Police - Primetime
169	TV Show Types: Reality-based
170	TV Show Types: Situation Comedies - Primetime
171	TV Show Types: Skating - Specials
172	TV Show Types: Soccer
173	TV Show Types: Sports Anthologies - Weekend
174	TV Show Types: Sunday News/Interview
175	TV Show Types: Syndicated Adult General
176	TV Show Types: Tennis
177	TV Show Types: Track & Field Games
178	Media Usage Scores: TV - Primetime: Number of half hours viewed in a week in primetime
179	Media Quintile/Tercile Codes: TV (total) I (Heavy)
180	Media Quintile/Tercile Codes: TV (total) II
181	Media Quintile/Tercile Codes: TV (total) III
182	Media Quintile/Tercile Codes: TV (total) IV
183	Media Quintile/Tercile Codes: TV (total) V (Light)

## **EASI/MRI Personal Care**

1	Personal Care: All
2	Adhesive Bandages: Used in last 6 months: Total
3	Aftershave Lotion & Cologne For Men: Used in last 6 months: Total
4	Athlete's Foot/Foot Care Products: Used in last 6 months: Total
5	Bath/Shower Additives (Women): Used in last 6 months: Total
6	Blusher (Women): Used in last 6 months: Total
7	Body Powder: Used in last 6 months: Total
8	Body Wash/Shower Gel: Used in last 6 months: Total
9	Cold, Sinus And Allergy Remedies (Nonprescr.): Used in last 6 months: Total
10	Complexion Care Products: Used in last 6 months: Total
11	Contact Lens Cleaning/Wetting Solutions: Used in last 6 months: Total
12	Cough Syrup (Nonprescription): Used in last 6 months: Total
13	Cough/Sore Throat Drops (Nonprescription): Used in last 6 months: Total
14	Dental Floss: Used in last 6 months: Total
15	Dental Rinse: Used in last 6 months: Total
16	Denture Adhesives & Fixatives: Used in last 6 months: Total
17	Denture Cleaners: Used in last 6 months: Total
18	Deodorants And Antiperspirants: Used in last 6 months: Total
19	Diarrhea Remedies: Used in last 6 months: Total
20	Disposable Razors: Used in last 6 months: Total
21	Electric Shavers: Used in last 6 months: Total
22	Eye Liner (Women): Used in last 6 months: Total
23	Eye Shadow (Women): Used in last 6 months: Total
24	Eye Wash And Drops: Used in last 6 months: Total
25	Facial Moisturizers: Used in last 6 months: Total
26	Feminine Hygiene Deodorant/Cleansing Products: Used in last 6 months: Total
27	Feminine Hygiene Douches (Women): Used in last 6 months: Total
28	Feminine Medicated Products (Women): Used in last 6 months: Total
29	Foundation Make-Up (Women): Used in last 6 months: Total
30	Groin Irritation Remedies: Used in last 6 months: Total
31	Hair Coloring Products (For Use At Home): Used in last 6 months: Total
32	Hair Conditioners (For Use At Home): Used in last 6 months: Total

33 Hair Conditioning Treatment (For Use At Home): Used in last 6 months: Total  
 34 Hair Growth Products: Used in last 6 months: Total  
 35 Hair Mousse: Used in last 6 months: Total  
 36 Hair Sprays (For Use At Home): Used in last 6 months: Total  
 37 Hair Styling Gels & Lotions: Used in last 6 months: Total  
 38 Hair Tonic Or Dressing (Men): Used in last 6 months: Total  
 39 Hand & Body Cream, Lotion Or Oil: Used in last 6 months: Total  
 40 Headache Remedies And Pain Relievers (Nonprescr.): Used in last 6 months: Total  
 41 Hemorrhoid Remedies: Used in last 6 months: Total  
 42 Home Permanents And Relaxers (Women): Used in last 6 months: Total  
 43 Indigestion Aids & Upset Stomach Remedies: Used in last 6 months: Total  
 44 In-Home Pregnancy Test (Women): Used in last 12 months: Total  
 45 Laxatives: Used in last 6 months: Total  
 46 Lip Care: Used in last 6 months: Total  
 47 Lipstick & Lip Gloss (Women): Used in last 6 months: Total  
 48 Loose Face Powder (Women): Used in last 6 months: Total  
 49 Mascara (Women): Used in last 6 months: Total  
 50 Meal/Dietary Supplements: Used in last 6 months: Total  
 51 Medicated Skin Ointments: Used in last 6 months: Total  
 52 Mouthwash: Used in last 6 months: Total  
 53 Nail Care Products & Polish (Women): Used in last 6 months: Total  
 54 Nail Polish Remover (Women): Used in last 6 months: Total  
 55 Nasal Sprays: Used in last 6 months: Total  
 56 Pain Relievers & Fever Reducers For Children: Used in last 6 months: Total  
 57 Pain Relieving Rubs, Liquids & Patches (Nonprescr.): Used in last 6 months: Total  
 58 Perfume And Cologne For Women: Used in last 6 months: Total  
 59 Personal Care Soaps - Bar: Used in last 6 months: Total  
 60 Pre-Menstrual Or Period Pain Remedies (Women): Used in last 6 months: Total  
 61 Pressed Powder (Women): Used in last 6 months: Total  
 62 Sanitary Napkins (Women): Used in last 6 months: Total  
 63 Shampoo (For Use At Home): Used in last 6 months: Total  
 64 Shaving Creams Or Gels: Used in last 6 months: Total  
 65 Sleeping Tablets (Nonprescription): Used in last 6 months: Total  
 66 Stimulants (Nonprescription): Used in last 6 months: Total  
 67 Tampons (Women): Used in last 6 months: Total  
 68 Tooth Whiteners (Not Toothpaste): Used in last 6 months: Total  
 69 Toothache, Gum & Canker/Cold Sore Remedies: Used in last 6 months: Total  
 70 Toothbrushes: Bought in Last 6 Months: Total  
 71 Toothpaste: Used in last 6 months: Total  
 72 Vitamin And Dietary Supplements: Used in last 6 months: Total  
 73 Wart & Corn Removers: Used in last 6 months: Total  
 74 Electric Shavers: Used in last 6 months: Total  
 75 Ailments/Remedies: Asthma: Used a nonprescription remedy  
 76 Health & Beauty Aids Expenditures: Less than \$100: For Men  
 77 Health & Beauty Aids Expenditures: Less than \$100: For Women  
 78 Health & Beauty Aids Expenditures: \$100 - \$299: For Men  
 79 Health & Beauty Aids Expenditures: \$100 - \$299: For Women  
 80 Health & Beauty Aids Expenditures: \$300 - \$499: For Men  
 81 Health & Beauty Aids Expenditures: \$300 - \$499: For Women  
 82 Health & Beauty Aids Expenditures: \$500+: For Men  
 83 Health & Beauty Aids Expenditures: \$500+: For Women

## EASI/MRI Pets

- 1 Pets: All
- 2 Canned/Wet Cat Food: Principal Shoppers Households: Used in last 6 months: Total Category
- 3 Packaged Dry Cat Food: Principal Shoppers Households: Used in last 6 months: Total Category
- 4 Canned/Wet Dog Food: Principal Shoppers Households: Used in last 6 months: Total Category
- 5 Packaged Dry Dog Food: Principal Shoppers Households: Used in last 6 months: Total Category
- 6 Cat Litter: Principal Shoppers Households: Used in last 6 months: Total Category
- 7 Cat Treats: Principal Shoppers Households: Used in last 6 months: Total Category
- 8 Dog Biscuits Or Treats: Principal Shoppers Households: Used in last 6 months: Total Category
- 9 Flea & Tick Care Products For Dogs & Cats: Principal Shoppers Households: Used in last 12 Months: Total Category
- 10 Pet Ownership: Bought at Veterinarian: Pet Food
- 11 Pet Ownership: Bought at Veterinarian: Flea Control Products
- 12 Pet Ownership: Number In Household: Dogs - All: 9+
- 13 Pet Ownership: Number In Household: Dogs - All: Any
- 14 Pet Ownership: Number In Household: Cats - All: 9+
- 15 Pet Ownership: Number In Household: Cats - All: Any
- 16 Pet Ownership: Number In Household: Birds: 9+
- 17 Pet Ownership: Number In Household: Birds: Any
- 18 Pet Ownership: Number In Household: Any Pet: 9+
- 19 Pet Ownership: Number In Household: Any Pet: Any
- 20 Veterinarian Visits: 1
- 21 Veterinarian Visits: 2
- 22 Veterinarian Visits: 3
- 23 Veterinarian Visits: 4
- 24 Veterinarian Visits: 5-6
- 25 Veterinarian Visits: 7+
- 26 Veterinarian Visits: Mean

## EASI/MRI Purchasing

- 1 Purchasing: All
- 2 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Airline tickets
- 3 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Automotive parts and supplies
- 4 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Baby accessories
- 5 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cameras/camera equipment
- 6 Catalog, Mail, Phone, Internet Order: Items (last 12 months): China/Crystal
- 7 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Clothing/Apparel
- 8 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Coffee & Tea
- 9 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Collector's items (coins, stamps, etc.)
- 10 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Compact discs/tapes/cassettes
- 11 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computers
- 12 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computer peripherals
- 13 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computer software

14 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cookware/kitchen accessories  
 15 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cosmetics/toiletries  
 16 Catalog, Mail, Phone, Internet Order: Items (last 12 months): DVD's  
 17 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Financial/banking accounts  
 18 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Flowers  
 19 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Fruit  
 20 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Hobby or craft supplies  
 21 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Home furnishings  
 22 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Home study course  
 23 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Housewares  
 24 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Hunting, fishing, camping equipment  
 25 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Jewelry/watches  
 26 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Pet products/supplies  
 27 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Shoes  
 28 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Seeds/plants/garden supplies  
 29 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Small appliances  
 30 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Sports equipment  
 31 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Sports apparel/memorabilia  
 32 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Tickets (concerts, shows, sports, etc.)  
 33 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Toys  
 34 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Videos  
 35 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Vitamins  
 36 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Wines/Champagnes  
 37 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Other Health/Medical supplies  
 38 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Other  
 39 Catalog, Mail, Phone, Internet Order: Items (last 12 months): Any item  
 40 Catalog, Mail, Phone, Internet Order: Ordered From: amazon.com  
 41 Catalog, Mail, Phone, Internet Order: Ordered From: barnes&noble.com  
 42 Catalog, Mail, Phone, Internet Order: Ordered From: bestbuy.com  
 43 Catalog, Mail, Phone, Internet Order: Ordered From: buy.com  
 44 Catalog, Mail, Phone, Internet Order: Ordered From: drugstore.com  
 45 Catalog, Mail, Phone, Internet Order: Ordered From: ebay.com  
 46 Catalog, Mail, Phone, Internet Order: Ordered From: priceline.com  
 47 Catalog, Mail, Phone, Internet Order: Ordered From: toysrus.com  
 48 Catalog, Mail, Phone, Internet Order: Ordered From: walmart.com  
 49 Catalog, Mail, Phone, Internet Order: Ordered From: Avon  
 50 Catalog, Mail, Phone, Internet Order: Ordered From: BMG Music  
 51 Catalog, Mail, Phone, Internet Order: Ordered From: Book of the Month Club  
 52 Catalog, Mail, Phone, Internet Order: Ordered From: Columbia House  
 53 Catalog, Mail, Phone, Internet Order: Ordered From: Eddie Bauer  
 54 Catalog, Mail, Phone, Internet Order: Ordered From: Fingerhut  
 55 Catalog, Mail, Phone, Internet Order: Ordered From: Franklin Mint  
 56 Catalog, Mail, Phone, Internet Order: Ordered From: Gevalia  
 57 Catalog, Mail, Phone, Internet Order: Ordered From: Home Shopping Network  
 58 Catalog, Mail, Phone, Internet Order: Ordered From: J. Crew  
 59 Catalog, Mail, Phone, Internet Order: Ordered From: J.C. Penney  
 60 Catalog, Mail, Phone, Internet Order: Ordered From: Lands' End  
 61 Catalog, Mail, Phone, Internet Order: Ordered From: Lillian Vernon

62 Catalog, Mail, Phone, Internet Order: Ordered From: L.L. Bean

63 Catalog, Mail, Phone, Internet Order: Ordered From: Publishers Clearing House

64 Catalog, Mail, Phone, Internet Order: Ordered From: Reader's Digest Association

65 Catalog, Mail, Phone, Internet Order: Ordered From: Spiegel

66 Catalog, Mail, Phone, Internet Order: Ordered From: Other

67 Catalog, Mail, Phone, Internet Order: Ordered From: QVC

68 Catalog, Mail, Phone, Internet Order: Ordered From: Victoria's Secret

69 Catalog, Mail, Phone, Internet Order: Ordered From: Other internet site

70 Catalog, Mail, Phone, Internet Order: Ordered From: Other catalog or mail order service

71 Catalog, Mail, Phone, Internet Order: Ordered From: Other department/specialty store

72 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): Less than \$50

73 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$50 -\$99

74 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$100-\$199

75 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$200-\$499

76 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$500-\$799

77 Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$800+

78 In Home Shopping: Companies: Avon

79 In Home Shopping: Companies: Mary Kay Cosmetics

80 In Home Shopping: Companies: Tupperware

81 In Home Shopping: Companies: Other

82 In Home Shopping: Items Bought: Cosmetics

83 In Home Shopping: Items Bought: Housewares

84 In Home Shopping: Items Bought: Clothing

85 In Home Shopping: Items Bought: Jewelry

86 In Home Shopping: Items Bought: Vitamins

87 In Home Shopping: Items Bought: Other

88 Expenditures: Amount Spent In Total: Barber Shop

89 Expenditures: Amount Spent In Total: Beauty Parlor

90 Expenditures: Amount Spent In Total: Dry Cleaning

91 Expenditures: Amount Spent In Total: Flowers by Phone/Wire

92 Expenditures: Amount Spent In Total: Flower Shop

93 Expenditures: Amount Spent In Total: Laundries/Laundromats

94 Expenditures: Amount Spent In Total: Quick Service Copy/Printing

95 Expenditures: Amount Spent In Total: Total

96 Expenditures: Money Orders/Money By Wire: Money Orders

97 Expenditures: Money Orders/Money By Wire: Money by Wire

98 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: A & P: In last 6 months

99 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Acme: In last 6 months

100 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Albertson's: In last 6 months

101 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Aldi: In last 6 months

102 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Cub Foods: In last 6 months

103 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Eagle: In last 6 months

104 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Food Lion: In last 6 months

105 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Foodtown: In last 6 months

106 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Fred Meyer: In last 6 months

107 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: GNC: In last 6 months

- 108 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Giant: In last 6 months
- 109 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Giant Eagle: In last 6 months
- 110 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Harris Teeter: In last 6 months
- 111 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: H.E. Butt/HEB: In last 6 months
- 112 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: IGA: In last 6 months
- 113 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: King Soopers: In last 6 months
- 114 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Kroger: In last 6 months
- 115 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Military Commissary: In last 6 months
- 116 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Pathmark: In last 6 months
- 117 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Piggly Wiggly: In last 6 months
- 118 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Price Chopper: In last 6 months
- 119 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Publix: In last 6 months
- 120 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Ralphs: In last 6 months
- 121 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Safeway: In last 6 months
- 122 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Schnuck: In last 6 months
- 123 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: 7-Eleven: In last 6 months
- 124 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Shop 'N Save: In last 6 months
- 125 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Smith's: In last 6 months
- 126 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Stop 'N Shop: In last 6 months
- 127 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Super Valu: In last 6 months
- 128 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Vons: In last 6 months
- 129 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Walmart Supercenter: In last 6 months
- 130 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Wegmans: In last 6 months
- 131 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Whole Foods Market: In last 6 months
- 132 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Winn Dixie: In last 6 months
- 133 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: BJ's Wholesale Club: In last 6 months
- 134 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Price Costco: In last 6 months
- 135 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Sam's Club: In last 6 months
- 136 Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Shopper's Food Warehouse: In last 6 months

- 137 Convenience Stores: Amount Spent In Total: Mean Value
- 138 Home Remodeling: Amount spent in total: Mean Value
- 139 Household Furnishings: Big Ticket Items: Amount spent in total: Mean Value
- 140 Household Furnishings: Low Ticket Items: Amount spent in total: Mean Value
- 141 Home Improvements: Amount spent in total: Mean Value
- 142 Bedding And Bath Goods: Amount Spent In Total: Mean Value
- 143 Mean Amount Spent: Sport/Recreation Equipment - High Ticket Items
- 144 Mean Amount Spent: Sport/Recreation Equipment - Low Ticket Items: Any low ticket
- 145 Food Stores: Amount Spent By Household In Average Week: Mean Value
- 146 Compact Disc Players - Amount Spent In Total: Mean Value
- 147 Cameras - Amount Spent Summary: Mean Value
- 148 Children's Toys & Games - Amount Spent In Total: Mean Value
- 149 Table Settings - Amount Spent In Total: Mean Value

## **EASI/MRI Sports**

- 1 Sports: All
- 2 Sports: How Often Engaged In (last 12 months): Aerobics
- 3 Sports: How Often Engaged In (last 12 months): Archery
- 4 Sports: How Often Engaged In (last 12 months): Auto racing
- 5 Sports: How Often Engaged In (last 12 months): Backpacking/hiking
- 6 Sports: How Often Engaged In (last 12 months): Baseball
- 7 Sports: How Often Engaged In (last 12 months): Basketball
- 8 Sports: How Often Engaged In (last 12 months): Bicycling - Mountain
- 9 Sports: How Often Engaged In (last 12 months): Bicycling - Road
- 10 Sports: How Often Engaged In (last 12 months): Boating (power)
- 11 Sports: How Often Engaged In (last 12 months): Bowling
- 12 Sports: How Often Engaged In (last 12 months): Canoeing/kayaking
- 13 Sports: How Often Engaged In (last 12 months): Fishing - fresh water
- 14 Sports: How Often Engaged In (last 12 months): Fishing - salt water
- 15 Sports: How Often Engaged In (last 12 months): Football
- 16 Sports: How Often Engaged In (last 12 months): Frisbee
- 17 Sports: How Often Engaged In (last 12 months): Golf
- 18 Sports: How Often Engaged In (last 12 months): Hockey
- 19 Sports: How Often Engaged In (last 12 months): Horseback riding
- 20 Sports: How Often Engaged In (last 12 months): Hunting with bow & arrow
- 21 Sports: How Often Engaged In (last 12 months): Hunting with handgun
- 22 Sports: How Often Engaged In (last 12 months): Hunting with rifle
- 23 Sports: How Often Engaged In (last 12 months): Hunting with shotgun
- 24 Sports: How Often Engaged In (last 12 months): Ice skating
- 25 Sports: How Often Engaged In (last 12 months): Jet skiing
- 26 Sports: How Often Engaged In (last 12 months): Jogging/running
- 27 Sports: How Often Engaged In (last 12 months): Karate
- 28 Sports: How Often Engaged In (last 12 months): Kick boxing
- 29 Sports: How Often Engaged In (last 12 months): Other
- 30 Sports: How Often Engaged In (last 12 months): Martial Arts
- 31 Sports: How Often Engaged In (last 12 months): Motocross
- 32 Sports: How Often Engaged In (last 12 months): Motorcycling
- 33 Sports: How Often Engaged In (last 12 months): Paddletennis
- 34 Sports: How Often Engaged In (last 12 months): Other
- 35 Sports: How Often Engaged In (last 12 months): Racquetball
- 36 Sports: How Often Engaged In (last 12 months): Rock climbing
- 37 Sports: How Often Engaged In (last 12 months): Roller blading/in-line skating

38 Sports: How Often Engaged In (last 12 months): Roller skating  
39 Sports: How Often Engaged In (last 12 months): Rowing: stationary/outdoor  
40 Sports: How Often Engaged In (last 12 months): Sailing  
41 Sports: How Often Engaged In (last 12 months): Scuba diving  
42 Sports: How Often Engaged In (last 12 months): Skateboarding  
43 Sports: How Often Engaged In (last 12 months): Skiing - Cross country  
44 Sports: How Often Engaged In (last 12 months): Skiing - Downhill  
45 Sports: How Often Engaged In (last 12 months): Snorkeling/skin diving  
46 Sports: How Often Engaged In (last 12 months): Snowboarding  
47 Sports: How Often Engaged In (last 12 months): Snowmobiling  
48 Sports: How Often Engaged In (last 12 months): Soccer  
49 Sports: How Often Engaged In (last 12 months): Softball  
50 Sports: How Often Engaged In (last 12 months): Surfing/windsurfing  
51 Sports: How Often Engaged In (last 12 months): Swimming  
52 Sports: How Often Engaged In (last 12 months): Target shooting  
53 Sports: How Often Engaged In (last 12 months): Tennis  
54 Sports: How Often Engaged In (last 12 months): Volleyball  
55 Sports: How Often Engaged In (last 12 months): Walking for exercise  
56 Sports: How Often Engaged In (last 12 months): Water skiing  
57 Sports: How Often Engaged In (last 12 months): Weight lifting  
58 Sports: How Often Engaged In (last 12 months): Whitewater rafting  
59 Sports: How Often Engaged In (last 12 months): Yoga  
60 Sports: How Often Engaged In (last 12 months): Other  
61 Sports Events: Attend: Auto racing - NASCAR  
62 Sports Events: Attend: Auto racing - Other  
63 Sports Events: Attend: Baseball  
64 Sports Events: Attend: Basketball - College games  
65 Sports Events: Attend: Basketball - Professional games  
66 Sports Events: Attend: Bowling  
67 Sports Events: Attend: Boxing  
68 Sports Events: Attend: Equestrian events  
69 Sports Events: Attend: Figure Skating  
70 Sports Events: Attend: Fishing Tournaments  
71 Sports Events: Attend: Football - College games  
72 Sports Events: Attend: Football - Monday Night Professional Games  
73 Sports Events: Attend: Football - Weekend Professional Games  
74 Sports Events: Attend: Golf  
75 Sports Events: Attend: High School Sports  
76 Sports Events: Attend: Horse Racing (flats, runners)  
77 Sports Events: Attend: Horse Racing (trotters/harness)  
78 Sports Events: Attend: Ice Hockey  
79 Sports Events: Attend: Motorcycle Racing  
80 Sports Events: Attend: Pro beach Volleyball  
81 Sports Events: Attend: Rodeo/Bull Riding  
82 Sports Events: Attend: Soccer  
83 Sports Events: Attend: Tennis  
84 Sports Events: Attend: Truck and tractor pull/mud racing  
85 Sports Events: Attend: Wrestling - Professional  
86 Sports Events/Traffic: Listen On Radio: Auto racing  
87 Sports Events/Traffic: Listen On Radio: Baseball Playoffs and World Series  
88 Sports Events/Traffic: Listen On Radio: Baseball - Regular Season  
89 Sports Events/Traffic: Listen On Radio: Basketball - College games  
90 Sports Events/Traffic: Listen On Radio: Basketball - Professional games  
91 Sports Events/Traffic: Listen On Radio: Football - College games

- 92 Sports Events/Traffic: Listen On Radio: Football - Monday night professional games
- 93 Sports Events/Traffic: Listen On Radio: Football - Weekend professional games
- 94 Sports Events/Traffic: Listen On Radio: Golf
- 95 Sports Events/Traffic: Listen On Radio: Ice Hockey
- 96 Sports Events/Traffic: Listen On Radio: NCAA Basketball Tournament
- 97 Sports Events/Traffic: Listen On Radio: NFL Playoffs & Superbowl
- 98 Sports Events/Traffic: Listen On Radio: Notre Dame Football
- 99 Sports Events/Traffic: Listen On Radio: Olympics
- 100 Sports Events/Traffic: Listen On Radio: Traffic Reports
- 101 Sports Events: Watch On TV: Alpine skiing & ski jumping
- 102 Sports Events: Watch On TV: Auto racing - NASCAR
- 103 Sports Events: Watch On TV: Auto racing - Other
- 104 Sports Events: Watch On TV: Baseball
- 105 Sports Events: Watch On TV: Basketball - college games
- 106 Sports Events: Watch On TV: Basketball - professional games
- 107 Sports Events: Watch On TV: Bicycle racing
- 108 Sports Events: Watch On TV: Bowling
- 109 Sports Events: Watch On TV: Boxing
- 110 Sports Events: Watch On TV: Equestrian events
- 111 Sports Events: Watch On TV: Figure skating
- 112 Sports Events: Watch On TV: Fishing
- 113 Sports Events: Watch On TV: Football - College games
- 114 Sports Events: Watch On TV: Football - Monday night professional games
- 115 Sports Events: Watch On TV: Football - Weekend professional games
- 116 Sports Events: Watch On TV: Golf
- 117 Sports Events: Watch On TV: Gymnastics
- 118 Sports Events: Watch On TV: Horse racing (Flats, Runners)
- 119 Sports Events: Watch On TV: Horse racing (Trotters/Harness)
- 120 Sports Events: Watch On TV: Ice hockey
- 121 Sports Events: Watch On TV: Marathon/road running/triathlon
- 122 Sports Events: Watch On TV: Motorcycle racing
- 123 Sports Events: Watch On TV: Pro beach volleyball
- 124 Sports Events: Watch On TV: Rodeo/Bull Riding
- 125 Sports Events: Watch On TV: Soccer
- 126 Sports Events: Watch On TV: Tennis
- 127 Sports Events: Watch On TV: Track & field
- 128 Sports Events: Watch On TV: Truck and tractor pull/Mud racing
- 129 Sports Events: Watch On TV: Weight lifting
- 130 Sports Events: Watch On TV: Wrestling - Professional
- 131 Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At home
- 132 Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At club
- 133 Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At other facility

## **EASI/MRI Telephony**

- 1 Telephony: All
- 2 Telephone: Have a landline telephone
- 3 800/888 Telephone Calls: Personally called 800/888 number
- 4 900 Telephone Calls: Personally called 900 number
- 5 Cellular Telephones: Number in household: 1
- 6 Cellular Telephones: Number in household: 2
- 7 Cellular Telephones: Number in household: 3+
- 8 Long Distance Telephone Calls: Average monthly bill: \$15 or Less

- 9 Long Distance Telephone Calls: Average monthly bill: \$16: \$25
- 10 Long Distance Telephone Calls: Average monthly bill: \$26: \$59
- 11 Long Distance Telephone Calls: Average monthly bill: \$60: \$99
- 12 Long Distance Telephone Calls: Average monthly bill: \$100+
- 13 Long Distance Telephone Calls: Services Used: 10-10-220
- 14 Long Distance Telephone Calls: Services Used: Alltel
- 15 Long Distance Telephone Calls: Services Used: AT&T
- 16 Long Distance Telephone Calls: Services Used: Cingular
- 17 Long Distance Telephone Calls: Services Used: IDT Long Distance
- 18 Long Distance Telephone Calls: Services Used: MCI/WorldCom
- 19 Long Distance Telephone Calls: Services Used: Qwest
- 20 Long Distance Telephone Calls: Services Used: Sprint
- 21 Long Distance Telephone Calls: Services Used: Verizon
- 22 Long Distance Telephone Calls: Services Used: Other
- 23 Long Distance Telephone Calls: Services Used: Other
- 24 Telephones And Accessories (Owned Not Leased): Telephone, Pagers, Beepers
- 25 Telephone Calling Cards: AT&T: Personally have
- 26 Telephone Calling Cards: AT&T: Acquired in last 12 Months
- 27 Telephone Calling Cards: MCI/Worldcom: Personally have
- 28 Telephone Calling Cards: MCI/Worldcom: Acquired in last 12 Months
- 29 Telephone Calling Cards: Sprint: Personally have
- 30 Telephone Calling Cards: Sprint: Acquired in last 12 Months
- 31 Telephone Calling Cards: Local Phone Company: Personally have
- 32 Telephone Calling Cards: Local Phone Company: Acquired in last 12 Months
- 33 Telephone Calling Cards: Other: Personally have
- 34 Telephone Calling Cards: Other: Acquired in last 12 Months
- 35 Telephone Calling Cards: Any: Personally have
- 36 Telephone Calling Cards: Any: Acquired in last 12 Months
- 37 Long Distance Telephone Calls: Average monthly bill

## **EASI/MRI Travel**

- 1 Travel: All
- 2 Domestic Travel: Any trip within the continental US
- 3 Domestic Travel: Reason for trip: Business (paid for by company)
- 4 Domestic Travel: Reason for trip: Business (paid for by self)
- 5 Domestic Travel: Reason for trip: Honeymoon
- 6 Domestic Travel: Reason for trip: Vacation
- 7 Domestic Travel: Reason for trip: Personal (not vacation)
- 8 Domestic Travel: Reason for trip: Part business/Part vacation
- 9 Domestic Travel: Means of Travel: Plane (charter)
- 10 Domestic Travel: Means of Travel: Plane (scheduled)
- 11 Domestic Travel: Means of Travel: Rental Vehicle
- 12 Domestic Travel: Means of Travel: Personal Vehicle
- 13 Domestic Travel: Means of Travel: Bus (charter or tour)
- 14 Domestic Travel: Means of Travel: Bus (scheduled)
- 15 Domestic Travel: Means of Travel: Railroad/Train
- 16 Domestic Travel: Means of Travel: Motor Home/RV
- 17 Domestic Travel: Number Of Trips By Type: Business only: 3+
- 18 Domestic Travel: Number Of Trips By Type: Vacation only: 3+
- 19 Domestic Travel: Number Of Trips By Type: Personal only: 3+
- 20 Domestic Travel: Number Of Trips By Type: Any vacation (including personal/honeymoon): 3+

21 Domestic Travel: Number Of Trips By Type: Any business: 3+  
 22 Domestic Travel: States visited by region: North East  
 23 Domestic Travel: States visited by region: South  
 24 Domestic Travel: States visited by region: North Central  
 25 Domestic Travel: States visited by region: West  
 26 Domestic Travel: Airline(s) used: AirTran Airways  
 27 Domestic Travel: Airline(s) used: Alaska Airlines  
 28 Domestic Travel: Airline(s) used: America West  
 29 Domestic Travel: Airline(s) used: American  
 30 Domestic Travel: Airline(s) used: ATA  
 31 Domestic Travel: Airline(s) used: Continental  
 32 Domestic Travel: Airline(s) used: Delta  
 33 Domestic Travel: Airline(s) used: Other  
 34 Domestic Travel: Airline(s) used: Jet Blue  
 35 Domestic Travel: Airline(s) used: Northwest  
 36 Domestic Travel: Airline(s) used: Southwest  
 37 Domestic Travel: Airline(s) used: United  
 38 Domestic Travel: Airline(s) used: USAirways  
 39 Domestic Travel: Airline(s) used: Other  
 40 Frequent Flyer: Member Of: Yes, I belong to the Frequent flyer club  
 41 Domestic Vacations: Amount Spent In Total: Less than \$1,000  
 42 Domestic Vacations: Amount Spent In Total: \$1,000 - \$1,499  
 43 Domestic Vacations: Amount Spent In Total: \$1,500 - \$1,999  
 44 Domestic Vacations: Amount Spent In Total: \$2,000 - \$2,999  
 45 Domestic Vacations: Amount Spent In Total: \$3,000 - \$4,999  
 46 Domestic Vacations: Amount Spent In Total: \$5,000+  
 47 Domestic Travel: Activities on vacation/honeymoon trips: Go to beach  
 48 Domestic Travel: Activities on vacation/honeymoon trips: General sightseeing  
 49 Domestic Travel: Activities on vacation/honeymoon trips: Attend a specific event  
 50 Domestic Travel: Activities on vacation/honeymoon trips: Shopping  
 51 Domestic Travel: Activities on vacation/honeymoon trips: Play tennis  
 52 Domestic Travel: Activities on vacation/honeymoon trips: Visit National Park  
 53 Domestic Travel: Activities on vacation/honeymoon trips: Play golf  
 54 Domestic Travel: Activities on vacation/honeymoon trips: Backpacking/Hiking  
 55 Domestic Travel: Activities on vacation/honeymoon trips: Bicycle riding  
 56 Domestic Travel: Activities on vacation/honeymoon trips: Fishing  
 57 Domestic Travel: Activities on vacation/honeymoon trips: Hunting  
 58 Domestic Travel: Activities on vacation/honeymoon trips: Running/Jogging  
 59 Domestic Travel: Activities on vacation/honeymoon trips: Skiing (cross country/downhill)  
 Domestic Travel: Activities on vacation/honeymoon trips: Other outdoor sports or  
 60 recreation  
 61 Domestic Travel: Activities on vacation/honeymoon trips: Visit relatives or friends  
 62 Domestic Travel: Activities on vacation/honeymoon trips: Visit a health spa/retreat  
 63 Foreign Vacations: Amount Spent In Total: Less than \$1,000  
 64 Foreign Vacations: Amount Spent In Total: \$1,000 - \$2,999  
 65 Foreign Vacations: Amount Spent In Total: \$3,000 - \$5,999  
 66 Foreign Vacations: Amount Spent In Total: \$6,000+  
 67 Foreign Travel: Any trip  
 68 Foreign Travel: Reason for trip: Business (paid by firm)  
 69 Foreign Travel: Reason for trip: Honeymoon  
 70 Foreign Travel: Reason for trip: Vacation  
 71 Foreign Travel: Reason for trip: Personal (not vacation)  
 72 Foreign Travel: Reason for trip: Business/Vacation combined  
 73 Foreign Travel: Means of travel: Bus

74 Foreign Travel: Means of travel: Personal Vehicle  
75 Foreign Travel: Means of travel: Cruise Ship  
76 Foreign Travel: Means of travel: Plane (charter)  
77 Foreign Travel: Means of travel: Plane (scheduled flight)  
78 Foreign Travel: Means of travel: Railroad/Train  
79 Foreign Travel: Means of travel: Rental Vehicle  
80 Foreign Travel: Number Of Trips By Type: Business Only: 3+  
81 Foreign Travel: Number Of Trips By Type: Vacation Only: 3+  
82 Foreign Travel: Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon):  
3+  
83 Foreign Travel: Number Of Trips By Type: Any Vacation (Including Personal &  
Honeymoon): 3+  
84 Foreign Travel: Number Of Trips By Type: Business By Plane: 3+  
85 Foreign Travel: Number Of Trips By Type: Vacation By Plane (Including  
Personal/Honeymoon): 3+  
86 Foreign Travel: Number Of Trips By Type: European (Western) Trips By Plane: 3+  
87 Foreign Travel: Number Of Trips By Type: European (Western) Business Trips By Plane:  
3+  
88 Foreign Travel: Number Of Trips By Type: European (Western) Vacation Trips By Plane:  
3+  
89 Foreign Travel: Number Of Trips By Type: Any Business Trip: 3+  
90 Foreign Travel: Number Of Trips By Type: Any Plane Trip: 3+  
91 Foreign Travel: Countries or destinations visited: Barbados  
92 Foreign Travel: Countries or destinations visited: Bermuda  
93 Foreign Travel: Countries or destinations visited: Bahamas  
94 Foreign Travel: Countries or destinations visited: Other  
95 Foreign Travel: Countries or destinations visited: Jamaica  
96 Foreign Travel: Countries or destinations visited: Puerto Rico  
97 Foreign Travel: Countries or destinations visited: Virgin Islands  
98 Foreign Travel: Countries or destinations visited: Other Caribbean Islands  
99 Foreign Travel: Countries or destinations visited: Alaska  
100 Foreign Travel: Countries or destinations visited: Canada  
101 Foreign Travel: Countries or destinations visited: Mexico  
102 Foreign Travel: Countries or destinations visited: Hawaii  
103 Foreign Travel: Countries or destinations visited: Central America  
104 Foreign Travel: Countries or destinations visited: South America  
105 Foreign Travel: Countries or destinations visited: England  
106 Foreign Travel: Countries or destinations visited: Ireland  
107 Foreign Travel: Countries or destinations visited: Scotland  
108 Foreign Travel: Countries or destinations visited: France  
109 Foreign Travel: Countries or destinations visited: Belgium  
110 Foreign Travel: Countries or destinations visited: Germany  
111 Foreign Travel: Countries or destinations visited: Austria  
112 Foreign Travel: Countries or destinations visited: Switzerland  
113 Foreign Travel: Countries or destinations visited: Holland (Netherlands)  
114 Foreign Travel: Countries or destinations visited: Scandinavia  
115 Foreign Travel: Countries or destinations visited: Italy  
116 Foreign Travel: Countries or destinations visited: Spain/Portugal  
117 Foreign Travel: Countries or destinations visited: Greece  
118 Foreign Travel: Countries or destinations visited: Other Western European countries  
119 Foreign Travel: Countries or destinations visited: Russia  
120 Foreign Travel: Countries or destinations visited: Eastern Europe  
121 Foreign Travel: Countries or destinations visited: Turkey  
122 Foreign Travel: Countries or destinations visited: Israel  
123 Foreign Travel: Countries or destinations visited: Middle East

- 124 Foreign Travel: Countries or destinations visited: Japan
- 125 Foreign Travel: Countries or destinations visited: Hong Kong
- 126 Foreign Travel: Countries or destinations visited: South-East Asia
- 127 Foreign Travel: Countries or destinations visited: Other Asian countries
  
- 128 Foreign Travel: Countries or destinations visited: Australia/New Zealand/South Pacific
- 129 Foreign Travel: Countries or destinations visited: Africa
- 130 Travelers Checks: Companies: American Express: Regular Checks
- 131 Travelers Checks: Companies: American Express: Checks For Two
- 132 Travelers Checks: Companies: American Express: Foreign Currency
- 133 Travelers Checks: Companies: MasterCard
- 134 Travelers Checks: Companies: Visa
- 135 Travelers Checks: Companies: Other
- 136 Foreign Travel: Airline(s) used: Aer Lingus
- 137 Foreign Travel: Airline(s) used: Aero Mexico
- 138 Foreign Travel: Airline(s) used: Air Canada
- 139 Foreign Travel: Airline(s) used: Air France
- 140 Foreign Travel: Airline(s) used: Alaska Airlines
- 141 Foreign Travel: Airline(s) used: Alitalia
- 142 Foreign Travel: Airline(s) used: American
- 143 Foreign Travel: Airline(s) used: British Airways
- 144 Foreign Travel: Airline(s) used: Continental
- 145 Foreign Travel: Airline(s) used: Delta
- 146 Foreign Travel: Airline(s) used: JAL
- 147 Foreign Travel: Airline(s) used: KLM
- 148 Foreign Travel: Airline(s) used: Lufthansa
- 149 Foreign Travel: Airline(s) used: Mexicana
- 150 Foreign Travel: Airline(s) used: Northwest
- 151 Foreign Travel: Airline(s) used: Qantas
- 152 Foreign Travel: Airline(s) used: United
- 153 Foreign Travel: Airline(s) used: Virgin Atlantic
- 154 Foreign Travel: Airline(s) used: Other Asia/Pacific based airline
- 155 Foreign Travel: Airline(s) used: Other European based airline
- 156 Foreign Travel: Airline(s) used: Other Latin America based airline
- 157 Foreign Travel: Airline(s) used: Other
- 158 Travelers Checks: Amount Spent In Total: Less than \$250
- 159 Travelers Checks: Amount Spent In Total: \$250 - \$499
- 160 Travelers Checks: Amount Spent In Total: \$500 - \$999
- 161 Travelers Checks: Amount Spent In Total: \$1000 - \$2499
- 162 Travelers Checks: Amount Spent In Total: \$2500+
- Foreign Travel: Travel package/Club Med village: Trip taken on an all inclusive travel package
- 163
- 164 Passport: Own a valid passport
- 165 Domestic Vacations: Amount Spent In Total: Mean Value
- 166 Foreign Vacations: Amount Spent In Total: Mean Value

## **EASI/MRI Video**

- 1 Video: All
- 2 Blank Video Tapes: Total Users: Number Bought Last 6 Months
- 3 Blank Video Tapes: Total Users Total: 7+ Number Bought Last 6 Months
- 4 Blank Video Tapes: Medium Users: 3-6 Number Bought Last 6 Months
- 5 Blank Video Tapes: Light Users: 1-2 Number Bought Last 6 Months
- 6 Pre-Recorded Video Tapes: Number Bought: 1

- 7 Pre-Recorded Video Tapes: Number Bought: 2
- 8 Pre-Recorded Video Tapes: Number Bought: 3-4
- 9 Pre-Recorded Video Tapes: Number Bought: 5-7
- 10 Pre-Recorded Video Tapes: Number Bought: 8+
- 11 Pre-Recorded Video Tapes: Number Rented: 1
- 12 Pre-Recorded Video Tapes: Number Rented: 2
- 13 Pre-Recorded Video Tapes: Number Rented: 3
- 14 Pre-Recorded Video Tapes: Number Rented: 4
- 15 Pre-Recorded Video Tapes: Number Rented: 5
- 16 Pre-Recorded Video Tapes: Number Rented: 6
- 17 Pre-Recorded Video Tapes: Number Rented: 7-9
- 18 Pre-Recorded Video Tapes: Number Rented: 10-14
- 19 Pre-Recorded Video Tapes: Number Rented: 15-19
- 20 Pre-Recorded Video Tapes: Number Rented: 20+
- 21 Video Cassette Recorder: Household owns
- 22 Video Game Systems: Game Boy: Household owns
- 23 Video Game Systems: Game Boy Advance: Household owns
- 24 Video Game Systems: Other: Household owns
- 25 Video Game Systems: Nintendo Game Cube: Household owns
- 26 Video Game Systems: Sony PlayStation/PS One: Household owns
- 27 Video Game Systems: PlayStation 2 (PS 2): Household owns
- 28 Video Game Systems: Other: Household owns
- 29 Video Game Systems: Xbox: Household owns
- 30 Video Game Systems: Other brands: Household owns
- 31 Video Game Systems: Any video game systems: Household owns
- 32 Video Game Systems: Video Games Bought: 1
- 33 Video Game Systems: Video Games Bought: 2
- 34 Video Game Systems: Video Games Bought: 3
- 35 Video Game Systems: Video Games Bought: 4
- 36 Video Game Systems: Video Games Bought: 5
- 37 Video Game Systems: Video Games Bought: 6-9
- 38 Video Game Systems: Video Games Bought: 10
- 39 Video Game Systems: Video Games Bought: 11+
- 40 Video Tape Or DVD Rental/Purchase: Action/Adventure: Rented or Bought
- 41 Video Tape Or DVD Rental/Purchase: Classics: Rented or Bought
- 42 Video Tape Or DVD Rental/Purchase: Comedy: Rented or Bought
- 43 Video Tape Or DVD Rental/Purchase: Drama: Rented or Bought
- 44 Video Tape Or DVD Rental/Purchase: Exercise/Fitness: Rented or Bought
- 45 Video Tape Or DVD Rental/Purchase: Family/Children Oriented: Rented or Bought
- 46 Video Tape Or DVD Rental/Purchase: Foreign: Rented or Bought
- 47 Video Tape Or DVD Rental/Purchase: Horror: Rented or Bought
- 48 Video Tape Or DVD Rental/Purchase: Musical: Rented or Bought
- 49 Video Tape Or DVD Rental/Purchase: News/Information/Documentary: Rented or Bought
- 50 Video Tape Or DVD Rental/Purchase: Science Fiction: Rented or Bought
- 51 Video Tape Or DVD Rental/Purchase: Other: Rented or Bought
- 52 Video Tape Or DVD Rental/Purchase: Where rented/bought: Mail order: Rented
- 53 Video Tape Or DVD Rental/Purchase: Where rented/bought: Mail order: Bought



## **EASI Life Stage Clusters**

- 1 Very Young (<25) Families with Children with Lower Income
- 2 Very Young (<25) Single Parent Families with Children with Lower Income
- 3 Very Young (<25) Families No Children with Lower Income
- 4 Very Young (<25) Non-Family With Lower Income
- 5 Very Young (<25) Families with Children with Moderate Income
- 6 Very Young (<25) Single Parent Families with Children with Moderate Income
- 7 Very Young (<25) Families No Children with Moderate Income
- 8 Very Young (<25) Non-Family with Moderate Income
- 9 Very Young (<25) Families with Children with Higher Income
- 10 Very Young (<25) Single Parent Families with Children with Higher Income [Not Populated]
- 11 Very Young (<25) Families No Children with Higher Income
- 12 Very Young (<25) Non-Family with Higher Income
- 13 Young (25-34) Families with Children with Lower Income
- 14 Young (25-34) Single Parent Families with Children with Lower Income
- 15 Young (25-34) Families No Children with Lower Income
- 16 Young (25-34) Non-Family With Lower Income
- 17 Young (25-34) Families with Children with Moderate Income
- 18 Young (25-34) Single Parent Families with Children with Moderate Income
- 19 Young (25-34) Families No Children with Moderate Income
- 20 Young (25-34) Non-Family with Moderate Income
- 21 Young (25-34) Families with Children with Higher Income
- 22 Young (25-34) Single Parent Families with Children with Higher Income
- 23 Young (25-34) Families No Children with Higher Income
- 24 Young (25-34) Non-Family with Higher Income
- 25 Middle Age (35-44) Families with Children with Lower Income
- 26 Middle Age (35-44) Single Parent Families with Children with Lower Income
- 27 Middle Age (35-44) Families No Children with Lower Income
- 28 Middle Age (35-44) Non-Family With Lower Income
- 29 Middle Age (35-44) Families with Children with Moderate Income
- 30 Middle Age (35-44) Single Parent Families with Children with Moderate Income
- 31 Middle Age (35-44) Families No Children with Moderate Income
- 32 Middle Age (35-44) Non-Family with Moderate Income
- 33 Middle Age (35-44) Families with Children with Higher Income
- 34 Middle Age (35-44) Single Parent Families with Children with Higher Income
- 35 Middle Age (35-44) Families No Children with Higher Income
- 36 Middle Age (35-44) Non-Family with Higher Income
- 37 Late Middle Age (45-54) Families with Children with Lower Income
- 38 Late Middle Age (45-54) Single Parent Families with Children with Lower Income
- 39 Late Middle Age (45-54) Families No Children with Lower Income
- 40 Late Middle Age (45-54) Non-Family With Lower Income
- 41 Late Middle Age (45-54) Families with Children with Moderate Income
- 42 Late Middle Age (45-54) Single Parent Families with Children with Moderate Income
- 43 Late Middle Age (45-54) Families No Children with Moderate Income
- 44 Late Middle Age (45-54) Non-Family with Moderate Income
- 45 Late Middle Age (45-54) Families with Children with Higher Income
- 46 Late Middle Age (45-54) Single Parent Families with Children with Higher Income
- 47 Late Middle Age (45-54) Families No Children with Higher Income
- 48 Late Middle Age (45-54) Non-Family with Higher Income
- 49 Nearly Senior (55-64) Families with Children with Lower Income

50 Nearly Senior (55-64) Single Parent Families with Children with Lower Income  
 51 Nearly Senior (55-64) Families No Children with Lower Income  
 52 Nearly Senior (55-64) Non-Family With Lower Income  
 53 Nearly Senior (55-64) Families with Children with Moderate Income  
 54 Nearly Senior (55-64) Single Parent Families with Children with Moderate Income  
 55 Nearly Senior (55-64) Families No Children with Moderate Income  
 56 Nearly Senior (55-64) Non-Family with Moderate Income  
 57 Nearly Senior (55-64) Families with Children with Higher Income  
 58 Nearly Senior (55-64) Single Parent Families with Children with Higher Income  
 59 Nearly Senior (55-64) Families No Children with Higher Income  
 60 Nearly Senior (55-64) Non-Family with Higher Income  
 61 Senior (65-74) Families with Children with Lower Income  
 62 Senior (65-74) Single Parent Families with Children with Lower Income  
 63 Senior (65-74) Families No Children with Lower Income  
 64 Senior (65-74) Non-Family With Lower Income  
 65 Senior (65-74) Families with Children with Moderate Income  
 66 Senior (65-74) Single Parent Families with Children with Moderate Income  
 67 Senior (65-74) Families No Children with Moderate Income  
 68 Senior (65-74) Non-Family with Moderate Income  
 69 Senior (65-74) Families with Children with Higher Income  
 70 Senior (65-74) Single Parent Families with Children with Higher Income [Not  
 Populated]  
 71 Senior (65-74) Families No Children with Higher Income  
 72 Senior (65-74) Non-Family with Higher Income  
 73 Oldest (75+) Families with Children with Lower Income  
 74 Oldest (75+) Single Parent Families with Children with Lower Income  
 75 Oldest (75+) Families No Children with Lower Income  
 76 Oldest (75+) Non-Family With Lower Income  
 77 Oldest (75+) Families with Children with Moderate Income  
 78 Oldest (75+) Single Parent Families with Children with Moderate Income  
 79 Oldest (75+) Families No Children with Moderate Income  
 80 Oldest (75+) Non-Family with Moderate Income  
 81 Oldest (75+) Families with Children with Higher Income  
 82 Oldest (75+) Single Parent Families with Children with Higher Income [Not Populated]  
 83 Oldest (75+) Families No Children with Higher Income  
 84 Oldest (75+) Non-Family with Higher Income