



2008 Market Potential Data Descriptions

Description: The ESRI Market Potential database includes data for 2,047 items organized into 35 categories, representing goods, services, attitudes, and activities collected by Mediemark Research Inc. (MRI) Doublebase 2007 database. Market potential data measures the likely demand for a product or service. The database is delivered with the optional Segmentation Module Add-on to the ArcGIS Business Analyst extension and provides an index for each data item. The Market Potential tables for Media (Listen, Read, and Watch) are included in the add-on. Customers can purchase the add-on with either two additional Market Potential tables or all Market Potential tables. A list of tables and variables is included below.

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Included with Segmentation Module Add-on

[List of variables that have been removed.](#)

Table & Field Name

Field Description

(*"a" signifies adult base; "h" signifies household base*)

MPI 01: Apparel

M01001A	Bought any men`s apparel in last 12 months
M01002A	Bought men`s dress shirt in last 12 months
M01003A	Bought 3+ men`s dress shirts in last 12 months
M01004A	Bought men`s sports shirt in last 12 months
M01005A	Bought men`s t-shirt in last 12 months
M01006A	Bought men`s sweatshirt in last 12 months
M01007A	Bought men`s sweatpants in last 12 months
M01008A	Bought men`s jeans in last 12 months
M01009A	Bought men`s designer jeans in last 12 months
M01010A	Bought men`s casual slacks in last 12 months
M01011A	Bought men`s dress slacks in last 12 months
M01012A	Bought men`s business suit in last 12 months
M01013A	Bought men`s sports jacket in last 12 months
M01014A	Bought men`s sweater in last 12 months
M01015A	Bought men`s lightweight jacket in last 12 months
M01016A	Bought men`s all-weather coat in last 12 months
M01017A	Bought men`s nightwear in last 12 months
M01018A	Bought men`s swimsuit in last 12 months
M01019A	Bought men`s belt in last 12 months
M01020A	Bought men`s gloves in last 12 months
M01021A	Bought men`s necktie in last 12 months
M01022A	Bought men`s socks in last 12 months
M01023A	Bought men`s wallet in last 12 months
M01024A	Bought any women`s apparel in last 12 months
M01025A	Bought women`s blouse/shirt in last 12 months
M01026A	Bought women`s t-shirt in last 12 months
M01027A	Bought women`s sweatshirt in last 12 months
M01028A	Bought women`s sweatpants in last 12 months
M01029A	Bought women`s jeans in last 12 months
M01030A	Bought women`s designer jeans in last 12 months
M01031A	Bought women`s casual slacks in last 12 months
M01032A	Bought women`s dress slacks in last 12 months
M01033A	Bought women`s pants suit in last 12 months
M01034A	Bought women`s skirt in last 12 months
M01035A	Bought women`s suit (with skirt) in last 12 months
M01036A	Bought women`s dress in last 12 months
M01037A	Bought women`s evening dress in last 12 months
M01038A	Bought women`s blazer in last 12 months
M01039A	Bought women`s sweater in last 12 months
M01041A	Bought women`s cloth coat in last 12 months
M01043A	Bought women`s fur coat/jacket in last 12 months
M01044A	Bought women`s nightwear in last 12 months
M01045A	Bought women`s swimsuit in last 12 months
M01047A	Bought women`s gloves in last 12 months
M01048A	Bought women`s socks in last 12 months
M01049A	Bought women`s purse in last 12 months
M01050A	Bought athletic apparel in last 12 months
M01051A	Spent \$100+ on athletic apparel in last 12 months

Table & Field Name	Field Description
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(*a" signifies adult base; "h" signifies household base)

M01054A	Bought hunting apparel in last 12 months
M01055A	Bought running apparel in last 12 months
M01056A	Bought ski apparel in last 12 months
M01057A	Bought team sports apparel in last 12 months
M01058A	Bought apparel for child <13 in last 6 months
M01059A	Spent on apparel for child <13 last 6 mo: <\$100
M01060A	Spent on apparel for child <13 last 6 mo: \$100-199
M01061A	Spent on apparel for child <13 last 6 mo: \$200+
M01062A	Bought apparel in last 6 months for baby <1 yr
M01063A	Bought apparel in last 6 months for child 1-5 yrs
M01064A	Bought apparel in last 6 months for child 6-12 yrs
M01066A	Bought top/shirt for child 1-12 in last 6 months
M01069A	Bought jeans/slacks for child 1-12 in last 6 mo
M01070A	Bought outerwear for child 1-12 in last 6 months
M01071A	Bought sleepwear for child 1-12 in last 6 months
M01114A	Bought sweatshirt/sweatpants for child 1-12/6 mo
M01072A	Bought any shoes in last 12 months
M01073A	Bought 3+ pairs of shoes in last 12 months
M01074A	Spent \$100+ on shoes in last 12 months
M01075A	Bought dress shoes in last 12 months
M01076A	Bought casual/leisure shoes in last 12 months
M01077A	Bought dress boots in last 12 months
M01079A	Bought work boots in last 12 months
M01080A	Bought sandals in last 12 months
M01081A	Bought slippers in last 12 months
M01082A	Bought athletic shoes in last 12 months
M01083A	Bought 2+ pairs of athletic shoes last 12 months
M01084A	Spent \$75+ on athletic shoes in last 12 months
M01085A	Bought Nike athletic shoes in last 12 months
M01086A	Bought Reebok athletic shoes in last 12 months
M01087A	Bought shoes for child <13 in last 6 months
M01088A	Spent \$100+ on shoes for child <13 in last 6 mo
M01089A	Bought shoes in last 6 months for baby <1 yr
M01090A	Bought shoes in last 6 months for child 1-5 yrs
M01091A	Bought shoes in last 6 months for child 6-12 yrs
M01092A	Bought athletic shoes in last 6 mo for child <13
M01093A	Bought casual/leisure shoes/6 months for child <13
M01094A	Bought dress shoes in last 6 months for child <13
M01095A	Bought rain/snow boots in last 6 mo for child <13
M01096A	Bought costume jewelry in last 12 months
M01097A	Spent \$100+ on costume jewelry in last 12 months
M01098A	Bought costume jewelry in last 12 months: bracelet
M01099A	Bought costume jewelry in last 12 months: earrings
M01100A	Bought costume jewelry in last 12 months: necklace
M01101A	Bought costume jewelry in last 12 months: ring
M01113A	Bought costume jewelry in last 12 months: pin
M01102A	Bought fine jewelry in last 12 months
M01103A	Spent on fine jewelry in last 12 months: <\$400
M01104A	Spent on fine jewelry in last 12 months: \$400-749
M01105A	Spent on fine jewelry in last 12 months: \$750+
M01107A	Bought fine jewelry in last 12 months: diamond
M01108A	Bought fine jewelry in last 12 months: gold
M01109A	Bought fine jewelry in last 12 months: sterling
M01110A	Bought watch in last 12 months
M01111A	Spent \$100+ on watches in last 12 months
M01112A	Bought any watch as gift in last 12 months

MPI_02: Appliances

M02001H	HH owns electric blender
M02002H	HH owns bread making machine
M02003H	HH owns electric can opener
M02004H	HH owns electric coffee grinder
M02005H	HH owns coffee maker (automatic drip)
M02006H	HH owns coffee maker (electric perk)
M02007H	HH owns deep fryer
M02008H	HH owns espresso/cappuccino maker
M02009H	HH owns electric food processor
M02010H	HH owns ice cream maker
M02011H	HH owns electric juicer
M02012H	HH owns electric knife
M02013H	HH owns electric mixer (hand held)
M02014H	HH owns electric mixer (stationary)
M02015H	HH owns pasta machine
M02016H	HH owns electric popcorn maker
M02017H	HH owns pressure cooker
M02018H	HH owns electric slow cooker
M02019H	HH owns electric steam cooker
M02020H	HH owns electric toaster
M02021H	HH owns electric toaster oven
M02022H	HH owns electric wok
M02023H	HH owns air cleaner (electric)

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M02024H	HH owns air conditioner (separate room)
M02025H	HH owns burglar alarm
M02026H	HH owns carpet steam cleaner
M02027H	HH owns clothes dryer (electric)
M02028H	HH owns clothes dryer (gas)
M02029H	HH owns dehumidifier
M02030H	HH owns automatic dishwasher (built-in)
M02031H	HH owns automatic dishwasher (portable)
M02032H	HH owns attic/whole house fan
M02033H	HH owns ceiling fan (not bathroom vent)
M02034H	HH owns fire extinguisher
M02035H	HH owns fireplace
M02036H	HH owns separate freezer
M02037H	HH owns garage door opener
M02038H	HH owns garbage disposer
M02039H	HH owns grill (charcoal)
M02040H	HH owns grill (electric)
M02041H	HH owns grill (gas)
M02042H	HH owns heat pump
M02043H	HH owns hot tub/whirlpool spa
M02044H	HH owns hot water heater
M02045H	HH owns humidifier
M02047H	HH owns microwave oven
M02048H	HH owns oven (continuous cleaning)
M02049H	HH owns oven (convection)
M02050H	HH owns range/oven (built-in electric)
M02051H	HH owns range/oven (built-in gas)
M02052H	HH owns combination range/microwave
M02053H	HH owns refrigerator
M02054H	HH owns sewing machine
M02055H	HH owns smoke/fire detector
M02056H	HH owns space heater (electric)
M02057H	HH owns stove/range (electric)
M02058H	HH owns stove/range (gas)
M02059H	HH owns trash compactor
M02060H	HH owns vacuum cleaner (canister)
M02061H	HH owns vacuum cleaner (hand held)
M02062H	HH owns vacuum cleaner (upright)
M02063H	HH owns washer/dryer (stacked)
M02064H	HH owns automatic washing machine
M02065H	Bought any kitchen appliance in last 12 months
M02066H	Bought any electric appliance in last 12 months
M02067H	Bought any HH appliance in last 12 months
M02068H	HH has central air conditioner
M02069H	HH has central heating (electric)
M02070H	HH has central heating (gas)
MPI_03: Attitudes	
M03001A	Consider self very conservative
M03002A	Consider self somewhat conservative
M03003A	Consider self middle of the road
M03004A	Consider self somewhat liberal
M03005A	Consider self very liberal
MPI_04: Automobiles & Other Vehicles	
M04001H	HH owns/leases any vehicle
M04002H	HH owns/leases 1 vehicle
M04003H	HH owns/leases 2 vehicles
M04004H	HH owns/leases 3+ vehicles
M04005H	HH owns/leases any domestic vehicle
M04006H	HH owns/leases any imported vehicle
M04007H	HH owns/leases compact car
M04008H	HH owns/leases intermediate car
M04009H	HH owns/leases luxury car
M04010H	HH owns/leases standard car
M04011H	HH owns/leases subcompact car
M04012H	HH owns/leases sedan/hard top/2 door vehicle
M04013H	HH owns/leases sedan/hard top/4 door vehicle
M04014H	HH owns/leases sport/utility vehicle
M04015H	HH owns/leases truck
M04016H	HH owns/leases van/minivan
M04017H	HH owns/leases vehicle with 4/all wheel drive
M04018H	HH owns/leases vehicle with front wheel drive
M04019H	HH bought new vehicle in last 12 months
M04020H	HH bought new domestic vehicle in last 12 months
M04021H	HH bought new imported vehicle in last 12 months
M04022H	HH bought used vehicle in last 12 months
M04023H	HH bought/leased vehicle in last 12 months
M04024H	HH bought/leased most recent vehicle 1-2 years ago
M04025H	HH bought/leased most recent vehicle 3-4 years ago
M04026H	HH bought/leased most recent vehicle 5+ years ago

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M04027A	Bought most recent vehicle
M04028A	Leased most recent vehicle
M04029A	Purchased/leased most recent veh: w/bank loan
M04030A	Purchased/leased most recent veh: with cash
M04031A	Purchased/leased most recent veh: dealer financing
M04032A	Purchased/leased most recent veh: w/trade-in
M04033A	Most recent vehicle purchase/lease: Buick
M04034A	Most recent vehicle purchase/lease: Chevrolet
M04035A	Most recent vehicle purchase/lease: Dodge
M04036A	Most recent vehicle purchase/lease: Ford
M04037A	Most recent vehicle purchase/lease: Honda
M04041A	Most recent vehicle purchase/lease: Nissan
M04043A	Most recent vehicle purchase/lease: Pontiac
M04044A	Most recent vehicle purchase/lease: Toyota
M04045A	Own any motorcycle
M04046A	Own 1 motorcycle
M04047A	Bought any motorcycle new
M04048A	Bought any motorcycle used
M04049A	Spent on most recent veh purch/lease: <\$20000
M04050A	Spent on most recent veh purch/lease: \$20000-29999
M04051A	Spent on most recent veh purch/lease: \$30000+
M04052A	Miles driven in last 12 months: <5000
M04053A	Miles driven in last 12 months: 5000-9999
M04054A	Miles driven in last 12 months: 10000-19999
M04055A	Miles driven in last 12 months: 20000+
M04056A	Belong to auto club
M04057A	Belong to AAA auto club
M04059A	Rented car for business use in last 12 months
M04060A	Rented car for personal use in last 12 months
M04062A	Rented car (personal use) last 12 mo: from Budget
M04063A	Rented car (personal use) last 12 mo: from Hertz
M04064A	Rented truck/trailer in last 12 months
M04065A	Rented U-Haul truck/trailer in last 12 months
M04066A	Rented truck to move personal/HH goods last 12 mo
M04067H	HH owns/leases minivan
M04068H	HH owns/leases compact pickup
M04069H	HH owns/leases full size pickup
M04070H	HH owns/leases compact sport/utility vehicle
M04071H	HH owns/leases full size sport/utility vehicle
M04072H	HH owns/leases convertible
M04073H	HH owns/leases 2 door coupe/sports coupe
M04075H	HH owns/leases station wagon
M04076H	HH owns ATV/UTV
M04077H	HH has navigational system in vehicle
MPI_05: Automotive Aftermarket	
M05001A	Bought air filter in last 12 months
M05002A	Bought anti-freeze/coolant in last 12 months
M05003A	Bought 3+ gallons anti-freeze/coolant last 12 mo
M05004A	Bought car wax/polish in last 12 months
M05008A	Bought gasoline in last 6 months
M05009A	Bought gasoline in last 6 months: regular
M05010A	Bought gasoline in last 6 months: mid-grade
M05011A	Bought gasoline in last 6 months: premium/super
M05012A	Spent on gasoline in last 30 days: <\$50
M05013A	Spent on gasoline in last 30 days: \$50-199
M05014A	Spent on gasoline in last 30 days: \$200+
M05015A	Bought gas last 30 days: with cash
M05016A	Bought gas last 30 days: with debit card
M05017A	Bought gas last 30 days: with general credit card
M05018A	Bought gas last 30 days: with oil/gas credit card
M05019A	Bought gas additives in last 12 months
M05020A	Bought 4+ cans of gas additives in last 12 months
M05021A	Bought leather/vinyl protectant in last 12 months
M05022A	Used leather/vinyl protectant 4+ times last 12 mo
M05023A	Bought/changed motor oil in last 12 months
M05024A	Bought motor oil in last 12 months: <7 quarts
M05025A	Bought motor oil in last 12 months: 7-16 quarts
M05026A	Bought motor oil in last 12 months: 17+ quarts
M05027A	Add/change motor oil: auto repair chain store
M05028A	Add/change motor oil: car dealer
M05029A	Add/change motor oil: gas station/garage
M05030A	Add/change motor oil: Quick Lube center
M05031A	Add/change motor oil: self
M05032A	Add/change motor oil: other household member
M05033A	Bought motor oil: at auto parts store
M05035A	Bought motor oil: at Kmart/Wal-Mart
M05036A	Bought motor oil additives in last 12 months
M05037A	Bought muffler
M05038A	Bought oil filter in last 12 months
M05039A	Bought oil filter: at auto parts store

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M05040A	Bought oil filter: at car dealer
M05041A	Bought oil filter: at gas station/garage
M05042A	Bought oil filter: at Wal-Mart
M05044A	Bought shock absorbers/struts in last 12 months
M05045A	Bought spark plugs in last 12 months
M05046A	Bought tires in last 12 months
M05047A	Bought tires in last 12 months: <\$100
M05048A	Bought tires in last 12 months: \$100-499
M05049A	Bought tires in last 12 months: \$500+
M05050A	Bought all season tires in last 12 months
M05051A	Bought radial tires in last 12 months
M05052A	Bought windshield wipers in last 12 months
M05053A	Had alignment service/repair in last 12 months
M05054A	Had brake lining/pad replacement in last 12 months
M05056A	Had major engine repair in last 12 months
M05057A	Had minor engine repair in last 12 months
M05058A	Had vehicle paint job done in last 12 months
M05059A	Had transmission service in last 12 months
M05060A	Had tune-up in last 12 months
M05061A	Vehicle serviced by: auto repair chain store
M05062A	Vehicle serviced by: car dealer
M05063A	Vehicle serviced by: discount department store
M05064A	Vehicle serviced by: gas station/garage
M05065A	Vehicle serviced by: self
MPI_06: Baby Products	
M06001A	Used baby food in last 6 months
M06006A	Used baby food in last 6 months: Gerber
M06008A	Used infant cereal in last 6 months
M06009A	Used prepared infant formula in last 6 months
M06010A	Used concentrated powder infant formula last 6 mo
M06011A	Used disposable diapers/underpants in last 6 mo
M06012A	Used Huggies in last 6 months
M06014A	Used Pampers in last 6 months
M06015A	Used store-brand/generic diapers/underpants/6 mo
M06016A	Used baby nurser in last 6 months
M06017A	Used firm plastic baby nurser in last 6 months
M06018A	Used liquid baby bath in last 6 months
M06019A	Used baby lotion in last 6 months
M06020A	Used baby oil in last 6 months
M06021A	Used baby ointment in last 6 months
M06022A	Used baby powder in last 6 months
M06023A	Used baby shampoo in last 6 months
M06024A	Used baby soap in last 6 months
M06026A	Used pre-moistened baby wipes in last 6 months
M06027A	Bought baby furniture/equipment in last 6 months
M06028A	Bought baby car seat in last 6 months
M06030H	HH owns any baby furniture/equipment
M06031H	HH owns baby car seat
M06032H	HH owns baby carrier/backpack
M06034H	HH owns infant crib
M06035H	HH owns playpen
M06036H	HH owns stroller
MPI_07: Beverage Consumption (Alcoholic)	
M07001A	Drank beer/ale in last 6 months
M07002A	Drank imported beer/ale in last 6 months
M07003A	Drank premium domestic beer/ale in last 6 months
M07004A	Drank regular domestic beer/ale in last 6 months
M07005A	Drank super premium domestic beer/ale in last 6 mo
M07006A	Drank low calorie domestic beer in last 6 months
M07007A	Drank low/no alcohol beer in last 6 months
M07008A	Drank bourbon in last 6 months
M07009A	Drank brandy in last 6 months
M07010A	Drank Canadian whisky in last 6 months
M07011A	Drank champagne/sparkling wine in last 6 months
M07012A	Drank cognac in last 6 months
M07013A	Drank cordial/liqueur in last 6 months
M07014A	Drank flavored alcoholic beverage/cooler last 6 mo
M07015A	Drank gin in last 6 months
M07016A	Drank Irish whiskey in last 6 months
M07017A	Drank malt liquor in last 6 months
M07018A	Drank port/sherry/dessert wine in last 6 months
M07019A	Drank prepared mixed drink w/liquor in last 6 mo
M07020A	Drank rum in last 6 months
M07021A	Drank rye or blended whiskey in last 6 months
M07022A	Drank scotch whisky in last 6 months
M07023A	Drank tequila in last 6 months
M07024A	Drank vermouth in last 6 months
M07025A	Drank vodka in last 6 months
M07026A	Drank domestic dinner/table wine in last 6 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M07027A	Drank red domestic dinner/table wine in last 6 mo
M07028A	Drank white domestic dinner/table wine last 6 mo
M07029A	Drank imported dinner/table wine in last 6 months
M07031A	Drank red imported dinner/table wine in last 6 mo
M07032A	Drank white imported dinner/table wine last 6 mo
MPI_08: Books	
M08001A	Bought book in last 12 months
M08002A	Bought 1-3 books in last 12 months
M08003A	Bought 4-6 books in last 12 months
M08004A	Bought 7+ books in last 12 months
M08005A	Bought paperback book in last 12 months
M08006A	Bought 1-3 paperback books in last 12 months
M08007A	Bought 4-6 paperback books in last 12 months
M08008A	Bought 7+ paperback books in last 12 months
M08009A	Bought hardcover book in last 12 months
M08010A	Bought 1-3 hardcover books in last 12 months
M08011A	Bought 4-6 hardcover books in last 12 months
M08012A	Bought 7+ hardcover books in last 12 months
M08013A	Bought book (fiction) in last 12 months
M08014A	Bought book (non-fiction) in last 12 months
M08016A	Bought biography in last 12 months
M08017A	Bought children's book in last 12 months
M08018A	Bought cookbook in last 12 months
M08019A	Bought desk dictionary in last 12 months
M08020A	Bought history book in last 12 months
M08021A	Bought mystery book in last 12 months
M08022A	Bought personal/business self-help book last 12 mo
M08023A	Bought religious book (not bible) last 12 months
M08024A	Bought romance book in last 12 months
M08025A	Bought science fiction book in last 12 months
M08026A	Bought book through book club in last 12 months
M08027A	Bought book at book store in last 12 months
M08029A	Bought book at department store in last 12 months
M08030A	Bought book at drug store in last 12 months
M08031A	Bought book through Internet in last 12 mo
M08032A	Bought book through mail order in last 12 months
M08033A	Bought book at supermarket in last 12 months
M08034A	Bought book at warehouse store in last 12 months
MPI_09: Cameras & Film	
M09001A	Bought any camera in last 12 months
M09004A	Spent on cameras in last 12 months: \$200+
M09005A	Own APS (point & shoot or SLR) camera
M09007A	Own digital camera
M09008A	Bought digital camera in last 12 months
M09009A	Own instant developing camera
M09011A	Own 35mm auto focus point & shoot camera
M09012A	Own 35mm auto focus single lens reflex camera
M09013A	Own 35mm auto focus zoom camera
M09014A	Own 35mm single lens reflex camera
M09015A	Own Canon camera
M09016A	Own Fuji camera
M09018A	Own Kodak camera
M09019A	Bought Kodak camera in last 12 months
M09020A	Own Konica Minolta/Minolta camera
M09021A	Own Nikon camera
M09022A	Own Olympus camera
M09024A	Own Polaroid camera
M09029A	Bought any camera accessory in last 12 months
M09030A	Bought film in last 12 months
M09031A	Bought film in last 12 months: <3 rolls
M09032A	Bought film in last 12 months: 3-6 rolls
M09033A	Bought film in last 12 months: 7+ rolls
M09034A	Bought film in last 12 mo: APS (color prints)
M09036A	Bought film in last 12 mo: instant developing
M09038A	Bought film in last 12 mo: 35mm (color prints)
M09040A	Bought Fuji film in last 12 months
M09041A	Bought Kodak film in last 12 months
M09045A	Purchased film in last 12 mo: department store
M09046A	Purchased film in last 12 mo: discount store
M09047A	Purchased film in last 12 mo: drug store
M09048A	Purchased film in last 12 mo: grocery store
M09052A	Had film processed at department store
M09053A	Had film processed at discount store
M09054A	Had film processed at drug store
M09055A	Had film processed at grocery store
M09057A	Had film processed at 1 hour service store
M09060A	Bought memory card for camera in last 12 months
M09061A	Own memory card for camera

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
MPI_10: Civic Activities	
M10001A	Participated in any public activity in last 12 mo
M10006A	Engaged in fund raising in last 12 months
M10007A	Made contributions to PBS in last 12 months
M10008A	Participated in environmental group in last 12 mo
M10009A	Recycled products in last 12 months
M10011A	Voted in federal/state/local election last 12 mo
M10013A	Worked for a political party/candidate last 12 mo
M10017A	Wrote something that has been published last 12 mo
M10019A	Written or called a politician in last 12 months
M10020A	Written letter to news/mag editor/called radio/TV
M10021A	Attended public meeting on town or school affairs
M10022A	Served on committee for local organization
M10023A	Made a speech in last 12 months
MPI_11: Convenience Stores	
M11001A	Shopped at convenience store in last 6 months
M11002A	Shopped at BP/Amoco Food Mart in last 6 months
M11003A	Shopped at AM/PM in last 6 months
M11004A	Shopped at Circle K in last 6 months
M11005A	Shopped at Citgo Quik Mart in last 6 months
M11007A	Shopped at ExxonMobil On the Run in last 6 months
M11008A	Shopped at 7-Eleven in last 6 months
M11009A	Shopped at Stop-N-Go in last 6 months
M11010A	Shopped at Wawa in last 6 months
M11012A	Bought at c-store/30 days: candy
M11013A	Bought at c-store/30 days: cigarettes
M11014A	Bought at c-store/30 days: brewed coffee
M11015A	Bought at c-store/30 days: gas
M11016A	Bought at c-store/30 days: ice cream
M11017A	Bought at c-store/30 days: lottery ticket
M11018A	Bought at c-store/30 days: milk
M11020A	Bought at c-store/30 days: snack food
M11021A	Bought at c-store/30 days: soft drink (bottle/can)
M11022A	Bought at c-store/30 days: soft drink (fountain)
M11023A	Bought at c-store/30 days: juice drink
M11024A	Bought at c-store/30 days: nonprescription drug
M11025A	Spent at c-store/30 days: <\$20
M11026A	Spent at c-store/30 days: \$20-39
M11027A	Spent at c-store/30 days: \$40+
MPI_12: Electronics	
M12001A	Use a personal computer at work
M12002H	HH owns a personal computer
M12003H	Purchased home PC in last 12 months
M12004H	Purchased home PC 1-2 years ago
M12005H	Purchased home PC 3-4 years ago
M12006H	Purchased home PC 5+ years ago
M12007H	Spent <\$500 on home PC
M12008H	Spent \$500-999 on home PC
M12009H	Spent \$1000-1499 on home PC
M12010H	Spent \$1500-1999 on home PC
M12011H	Spent \$2000+ on home PC
M12013H	Purchased home PC at computer superstore
M12014H	Purchased home PC at department store
M12015H	Purchased home PC direct from manufacturer
M12016H	Purchased home PC at electronics store
M12017H	Purchased home PC on Internet
M12020H	HH owns desktop PC
M12021H	HH owns laptop/notebook/tablet PC
M12023H	HH owns any Apple/Apple Mac clone brand PC
M12027H	HH owns any IBM/IBM compatible brand PC
M12028H	Brand of PC that HH owns: Compaq
M12029H	Brand of PC that HH owns: Dell
M12030H	Brand of PC that HH owns: Gateway
M12031H	Brand of PC that HH owns: Hewlett Packard
M12032H	Brand of PC that HH owns: IBM
M12033H	Child (under 18) uses home PC
M12034H	HH owns CD burner
M12035H	HH owns CD ROM drive
M12036H	HH owns DVD drive
M12038H	HH owns LAN/network interface card
M12040H	HH owns inkjet printer
M12041H	HH owns laser printer
M12042H	HH owns removable cartridge storage device
M12043H	HH owns scanner
M12044H	HH owns PC speakers
M12045H	HH owns tape backup
M12094H	HH owns modem/fax modem
M12046H	HH owns software: accounting
M12047H	HH owns software: communications/fax

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M12048H	HH owns software: database/filing
M12049H	HH owns software: desktop publishing
M12050H	HH owns software: education/training
M12051H	HH owns software: entertainment/games
M12052H	HH owns software: personal finance/tax prep
M12053H	HH owns software: presentation graphics
M12054H	HH owns software: multimedia
M12055H	HH owns software: networking
M12056H	HH owns software: spreadsheet
M12057H	HH owns software: utility
M12058H	HH owns software: web authoring
M12059H	HH owns software: word processing
M12061H	Purchased computer book in last 12 months
M12062H	HH owns fax machine
M12063H	Purchased audio equipment in last 12 months
M12065H	Purchased headphones in last 12 months
M12067H	HH owns camcorder
M12069H	HH owns digital camcorder
M12070H	HH owns CD player
M12071H	Purchased CD player in last 12 months
M12072H	HH owns DVD player
M12073H	Purchased DVD player in last 12 months
M12074H	HH owns 1 TV
M12075H	HH owns 2 TVs
M12076H	HH owns 3 TVs
M12077H	HH owns 4+ TVs
M12078H	HH owns color floor TV
M12079H	HH owns color portable TV
M12080H	HH owns miniature screen TV (under 13")
M12081H	HH owns regular screen TV (13"-26")
M12082H	Most recent TV purchase: regular screen (13"-26")
M12083H	HH owns large screen TV (27"-35")
M12084H	Most recent TV purchase: large screen (27"-35")
M12095H	HH owns big screen TV (36"-42")
M12096H	Most recent TV purchase: big screen (36"-42")
M12097H	HH owns giant screen TV (over 42")
M12098H	Most recent TV purchase: giant screen (over 42")
M12099H	HH owns plasma TV
M12100H	HH owns projection TV
M12085H	HH owns VCR
M12086H	HH owns combination TV/VCR
M12087H	HH owns video game system
M12088H	Purchased video game system in last 12 months
M12089H	HH owns video game system: Game Boy
M12091H	HH owns video game system: Sony PlayStation
M12101H	HH owns video game system: Game Boy Advance
M12102H	HH owns video game system: Nintendo GameCube
M12103H	HH owns video game system: PlayStation 2
M12105H	HH owns video game system: Xbox
M12093H	Purchased 6+ video games in last 12 months
M12107H	HH owns MP3 player
M12108H	Purchased MP3 player in last 12 months
M12109H	HH owns Apple iPod
M12112H	HH purchased Apple iPod in last 12 months
M12110A	Own Personal Digital Assistant (PDA)
M12113A	Own Personal Digital Assistant (PDA): Palm
MPI_13: Financial	
M13001A	Bank/financial institution: use full service bank
M13002A	Bank/financial institution: use savings & loan
M13003A	Bank/financial institution: use credit union
M13061A	Bank/financial institution: use mutual funds co
M13063A	Bank/financial institution: use Internet Bank
M13005A	Used ATM/cash machine in last 12 months
M13006A	Banked in person in last 12 months
M13007A	Banked by mail in last 12 months
M13008A	Banked by phone in last 12 months
M13062A	Did banking over the Internet in last 12 months
M13009A	Used direct deposit of paycheck in last 12 months
M13010A	Have interest checking account
M13011A	Have non-interest checking account
M13012A	Have money market account
M13013A	Have savings account
M13014A	Have 401K retirement savings
M13015A	Have IRA retirement savings
M13016A	Have auto loan for new car
M13017A	Have personal loan for education only
M13019A	Have home mortgage (1st)
M13020A	Have 2nd mortgage (equity loan)
M13022A	Have home equity line of credit
M13023A	Have personal line of credit

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M13024A	Have overdraft protection
M13025A	Own any securities investment
M13026A	Own annuities
M13028A	Own certificate of deposit (more than 6 months)
M13029A	Own common/preferred stock in company you work for
M13030A	Own common stock in company you don't work for
M13032A	Own shares in money market fund
M13033A	Own shares in mutual fund (bonds)
M13034A	Own shares in mutual fund (stock)
M13037A	Own any stock
M13039A	Own stock with market value \$10000-49999
M13041A	Own U.S. savings bond
M13043A	Used financial planning counsel in last 12 months
M13065A	Used full service brokerage firm in last 12 months
M13046A	Own any credit/debit card (in own name)
M13048A	Own American Express card (in own name)
M13050A	Own Discover card (in own name)
M13051A	Own MasterCard (in own name)
M13052A	Own Visa (in own name)
M13054A	Own any department store credit card (in own name)
M13056A	Avg monthly credit card expenditures: <\$111
M13057A	Avg monthly credit card expenditures: \$111-225
M13058A	Avg monthly credit card expenditures: \$226-450
M13059A	Avg monthly credit card expenditures: \$451-700
M13060A	Avg monthly credit card expenditures: \$701+
MPI_14: Furniture & HH Goods	
M14001H	Purchased any HH furnishing in last 12 months
M14002H	Purchased bedding/bath goods in last 12 months
M14003H	Purchased cooking/serving product in last 12 mo
M14004H	Purchased table setting in last 12 months
M14006H	Purchased curtains in last 12 months
M14007H	Purchased draperies in last 12 months
M14008H	Purchased table/floor lamp in last 12 months
M14009H	Purchased area rug in last 12 months
M14010H	Purchased bed frame/headboard in last 12 months
M14011H	Purchased box spring in last 12 months
M14012H	Purchased mattress in last 12 months
M14013H	Purchased recliner in last 12 months
M14015H	Purchased sofa/sectional in last 12 months
M14018H	Purchased dining room furniture in last 12 months
M14019H	Purchased home office furniture in last 12 months
M14020H	Purchased kitchen furniture in last 12 months
M14021H	Purchased lawn/porch furniture in last 12 months
MPI_15: Garden & Lawn	
M15001A	Have a garden
M15002A	Participated in outdoor gardening in last 12 mo
M15003H	Purchased lawn maintenance service in last 12 mo
M15004H	Used service for property/garden maint last 12 mo
M15005H	Spent \$150+ on property/garden maint in last 12 mo
M15006H	Purchased bulbs in last 12 months
M15007H	Purchased flower seeds in last 12 months
M15008H	Purchased garden fertilizer in last 12 months
M15009H	Purchased garden insecticide in last 12 months
M15010H	Purch lawn fertilizer w/weed control in last 12 mo
M15011H	Purch lawn fertilizer (no weed control) last 12 mo
M15012H	Purchased lawn insecticide in last 12 months
M15013H	Purchased lawn seed in last 12 months
M15014H	Purchased organic soil additives in last 12 months
M15015H	Purchased potting soil in last 12 months
M15016H	Purchased outdoor shrub/plant in last 12 months
M15017H	Purchased tree in last 12 months
M15018H	Purchased vegetable plants in last 12 months
M15019H	Purchased vegetable seeds in last 12 months
M15020H	Purchased weed killer in last 12 months
M15021H	HH owns garden tiller
M15022H	HH owns walk behind lawn mower (electric)
M15023H	HH owns walk behind lawn mower (gas)
M15024H	HH owns riding lawn mower
M15025H	HH owns non-power lawn mower
M15028H	HH owns shears (non-electric)
M15029H	HH owns shovel
M15030H	HH owns trimmer/edger (electric)
M15031H	HH owns trimmer/edger (gas)
MPI_16: Grocery	
M16001H	Avg spent per week by HH at food stores: <\$100
M16002H	Avg spent per week by HH at food stores: \$100-\$149
M16003H	Avg spent per week by HH at food stores: \$150+
M16004A	Shopped at grocery store/6 mo: A & P

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M16006A	Shopped at grocery store/6 mo: Albertson's
M16007A	Shopped at grocery store/6 mo: Aldi
M16009A	Shopped at grocery store/6 mo: Food Lion
M16011A	Shopped at grocery store/6 mo: Fred Meyer
M16012A	Shopped at grocery store/6 mo: GNC
M16013A	Shopped at grocery store/6 mo: Giant
M16017A	Shopped at grocery store/6 mo: IGA
M16018A	Shopped at grocery store/6 mo: Kroger
M16020A	Shopped at grocery store/6 mo: Piggly Wiggly
M16021A	Shopped at grocery store/6 mo: Publix
M16022A	Shopped at grocery store/6 mo: Ralphs
M16023A	Shopped at grocery store/6 mo: Safeway
M16024A	Shopped at grocery store/6 mo: Shop 'N Save
M16025A	Shopped at grocery store/6 mo: Stop 'N Shop
M16026A	Shopped at grocery store/6 mo: Vons
M16027A	Shopped at grocery store/6 mo: Wal-Mart Superctr
M16028A	Shopped at grocery store/6 mo: Winn Dixie
M16029A	Used air freshener/carpet/rm deodorizer last 6 mo
M16030A	Used aluminum foil in last 6 months
M16031A	Used artificial sweetener in last 6 months
M16032A	Used automatic dishwasher detergent in last 6 mo
M16033A	Used bacon and breakfast strips in last 6 months
M16034A	Used bagels in last 6 months
M16035A	Used baking chips in last 6 months
M16036A	Used baking coconut in last 6 months
M16037A	Used baking mix (not cake mix) in last 6 months
M16038A	Used baking powder/soda in last 6 months
M16039A	Used bar baking chocolate in last 6 months
M16040A	Purchased batteries in last 6 months
M16041A	Used beef (fresh/frozen) in last 6 months
M16042A	Used bleach in last 6 months
M16043A	Used bottled barbecue/seasoning sauce in last 6 mo
M16044A	Drank bottled water/seltzer in last 6 months
M16045A	Purchased boxed chocolates in last 6 months
M16046A	Used bread in last 6 months
M16047A	Used bran bread in last 6 months
M16049A	Used French bread in last 6 months
M16050A	Used Italian bread in last 6 months
M16051A	Used multi-grain bread in last 6 months
M16052A	Used oat bread in last 6 months
M16053A	Used pita bread in last 6 months
M16054A	Used potato bread in last 6 months
M16055A	Used pumpernickel bread in last 6 months
M16056A	Used raisin bread in last 6 months
M16057A	Used rye bread in last 6 months
M16058A	Used sour dough bread in last 6 months
M16059A	Used wheat bread in last 6 months
M16060A	Used white bread in last 6 months
M16061A	Used reduced calorie/light bread in last 6 months
M16062A	Used bread crumbs/coating mix in last 6 months
M16063A	Used breadsticks in last 6 months
M16064A	Used breakfast cereal (cold) in last 6 months
M16065A	Used breakfast cereal (hot) in last 6 months
M16066A	Used breakfast/granola/fruit bars & snacks/6 mo
M16067A	Used brownie/cookie mix in last 6 months
M16068A	Used butter in last 6 months
M16069A	Bought hard roll candy in last 6 months
M16071A	Bought candy (indiv regular size) in last 6 months
M16072A	Bought prepackaged loose candy in last 6 months
M16073A	Used canned beans with sauce in last 6 months
M16074A	Used canned chicken in last 6 months
M16076A	Used canned meat in last 6 months
M16077A	Used canned or jarred fruit in last 6 months
M16078A	Used canned or jarred mushrooms in last 6 months
M16079A	Used canned or jarred soup/broth in last 6 months
M16080A	Used canned or jarred spaghetti/macaroni last 6 mo
M16081A	Used canned or jarred vegetables in last 6 months
M16082A	Used canned stew in last 6 months
M16083A	Used canned tomatoes in last 6 months
M16084A	Used canned tuna in last 6 months
M16085A	Used carpet/rug cleaner in last 6 months
M16086A	Used cellophane/transparent tape in last 6 months
M16087A	Used charcoal in last 12 months
M16088A	Used charcoal lighter fluid in last 12 months
M16089A	Used cheese (Amer pasteurized processed) last 6 mo
M16090A	Used cheese (grated) in last 6 months
M16091A	Used cheese (natural or imported) in last 6 months
M16092A	Used cheese sauce/spread in last 6 months
M16093A	Used chicken/turkey (fresh or frozen) in last 6 mo
M16094A	Used chili in last 6 months
M16095A	Used cocoa powder (for baking) in last 6 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M16096A	Used instant/freeze-dried coffee in last 6 months
M16097A	Used flavored instant coffee in last 6 months
M16098A	Used ground coffee in last 6 months
M16099A	Used regular ground coffee in last 6 months
M16100A	Used decaffeinated ground coffee in last 6 months
M16101A	Used flavored ground coffee in last 6 months
M16102A	Used unflavored ground coffee in last 6 months
M16104A	Ground coffee used/6 mo: Folgers Breakfast Blend
M16105A	Ground coffee used/6 mo: Folgers Classic Roast
M16106A	Ground coffee/6 mo: Folgers Classic Roast (decaf)
M16107A	Ground coffee used/6 mo: Folgers French Roast
M16108A	Ground coffee used/6 mo: Folgers 100% Colombian
M16109A	Ground coffee used/6 mo: Folgers Special Roast
M16111A	Ground coffee used/6 mo: Maxwell Hse Original (reg)
M16113A	Ground coffee/6 mo: Maxwell Hse 100% Colombian
M16115A	Ground coffee/6 mo: Maxwell Hse Master Blend (reg)
M16116A	Ground coffee used/6 mo: Starbucks
M16117A	Used whole coffee beans in last 6 months
M16118A	Used regular whole coffee beans in last 6 mo
M16119A	Used decaffeinated whole coffee beans in last 6 mo
M16120A	Used flavored whole coffee beans in last 6 months
M16121A	Used unflavored whole coffee beans in last 6 mo
M16123A	Used whole coffee beans last 6 mo: Folgers
M16124A	Used whole coffee beans last 6 mo: Starbucks
M16125A	Used 3+ pounds whole coffee beans in last 30 days
M16126A	Bought coffee beans/6 mo: supermrkt/grocery store
M16127A	Bought coffee beans/6 mo: gourmet/specialty shop
M16128A	Drank cola (regular) in last 6 months
M16129A	Drank cola (regular caffeine-free) in last 6 mo
M16130A	Used cold cuts in last 6 months
M16131A	Used cooked ham in last 6 months
M16132A	Used cookies (ready-to-eat) in last 6 months
M16133A	Used corn/tortilla chips/cheese snacks last 6 mo
M16134A	Used Cornish hen in last 6 months
M16135A	Used cornmeal in last 6 months
M16136A	Used cottage cheese in last 6 months
M16137A	Used crackers in last 6 months
M16138A	Used cream cheese in last 6 months
M16139A	Used croissants/crescent rolls in last 6 months
M16140A	Used dessert toppings in last 12 months
M16141A	Used detergent/soap for fine fabrics in last 6 mo
M16142A	Used detergent/soap for regular laundry last 6 mo
M16143A	Used devilled ham in last 6 months
M16144A	Drank diet cola in last 6 months
M16145A	Drank diet cola (caffeine-free) in last 6 months
M16146A	Drank diet non-cola soft drink in last 6 months
M16147A	Used dip (ready-to-serve) in last 6 months
M16148A	Used dishwashing liquid in last 6 months
M16149A	Used disposable cups in last 6 months
M16150A	Used disposable plates in last 12 months
M16151A	Used doughnuts (ready-to-eat) in last 6 months
M16152A	Used drain/septic tank cleaner in last 6 months
M16153A	Used dried fruit in last 6 months
M16154A	Used drink additives (add milk/water) in last 6 mo
M16155A	Used dry cake mix in last 6 months
M16156A	Used dry milk in last 6 months
M16157A	Used dry soup/bouillon in last 6 months
M16158A	Used eggs in last 6 months
M16159A	Used English muffins in last 6 months
M16161A	Used extract in last 6 months
M16162A	Used fabric softener in last 6 months
M16163A	Used facial tissues in last 6 months
M16164A	Used firelog in last 12 months
M16165A	Used fish/seafood (fresh or frozen) in last 6 mo
M16166A	Used floor cleaner/wax & polish in last 6 months
M16167A	Used flour in last 6 months
M16168A	Used frankfurters/wieners in last 6 months
M16169A	Used fresh fruit/vegetables in last 6 months
M16170A	Used frosting in last 6 months
M16172A	Used frozen breaded chicken in last 6 months
M16173A	Used frozen breakfast in last 6 months
M16174A	Used frozen complete dinner in last 6 months
M16175A	Used frozen corn on the cob in last 6 months
M16176A	Used frozen dessert in last 6 months
M16177A	Used frozen garlic bread in last 6 months
M16178A	Used frozen hot snack in last 6 months
M16179A	Used frozen main course in last 6 months
M16180A	Used frozen orange juice in last 6 months
M16181A	Used frozen pancakes/French toast in last 6 months
M16182A	Used frozen pizza in last 6 months
M16183A	Used frozen potato products in last 6 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M16184A	Used frozen snack (not yogurt/ice cream) last 6 mo
M16185A	Used frozen plain vegetables in last 6 months
M16186A	Used frozen prepared vegetables in last 6 months
M16187A	Used frozen waffles in last 6 months
M16188A	Used frozen yogurt in last 6 months
M16189A	Used furniture polish in last 6 months
M16190A	Used gelatin/gelatin dessert in last 6 months
M16191A	Used glass and surface cleaner in last 6 months
M16192A	Used glue in last 6 months
M16193A	Used grapefruit juice in last 6 months
M16194A	Used gravy/sauce mix & cooking sauces in last 6 mo
M16195A	Purchased greeting card in last 6 months
M16196A	Chewed gum in last 6 months
M16197A	Used honey in last 6 months
M16198A	Used household cleaner in last 6 months
M16199A	Used ice cream bars/sandwiches/bon-bons last 6 mo
M16200A	Used ice cream/ice milk/sherbet in last 6 months
M16201A	Used iced cappuccino/espresso(ready-to-drink)/6 mo
M16202A	Drank iced tea (ready-to-drink) in last 6 months
M16203A	Used insect repellent in last 12 months
M16204A	Used instant breakfast in last 6 months
M16205A	Used instant iced tea mix in last 12 months
M16206A	Used jam/jelly in last 6 months
M16207A	Used ketchup/catsup in last 6 months
M16208A	Used laundry pre-treatment/stain remover last 6 mo
M16209A	Used light bulbs in last 6 months
M16210A	Used liver sausage (liverwurst) in last 6 months
M16211A	Used margarine in last 6 months
M16212A	Used mayonnaise/mayo-type salad dressing last 6 mo
M16213A	Used meat snack in last 6 months
M16215A	Used Mexican food in last 6 months
M16216A	Used fresh milk in last 6 months
M16217A	Purchased mints in last 6 months
M16218A	Used muffins (ready-to-eat) in last 6 months
M16219A	Used mustard in last 6 months
M16220A	Used nectars in last 6 months
M16221A	Used no bake cake/pie in last 6 months
M16222A	Drank non-cola soft drink (regular) in last 6 mo
M16223A	Used non-dairy cream substitute in last 6 months
M16224A	Bought nuts in last 6 months
M16225A	Used olives in last 6 months
M16226A	Used orange juice (not frozen) in last 6 months
M16227A	Used oven cleaner in last 6 months
M16228A	Used oven cooking bag in last 12 months
M16229A	Used packaged froz refrigerated pasta in last 6 mo
M16230A	Used packaged instant potatoes in last 6 months
M16231A	Used packaged pasta salad in last 6 months
M16232A	Used packaged pie crust in last 6 months
M16233A	Used paper napkins in last 6 months
M16234A	Used paper towels in last 6 months
M16235A	Used peanut butter in last 6 months
M16236A	Used pickle relish in last 6 months
M16237A	Used pickles in last 6 months
M16238A	Used pizza mix/sauce in last 6 months
M16239A	Used pizza shell/crust in last 6 months
M16241A	Used plastic kitchen wrap in last 6 months
M16242A	Used plastic storage/freezer bags in last 6 months
M16243A	Used popping corn/popcorn snack in last 6 months
M16244A	Used potato chips in last 6 months
M16245A	Used powdered fruit/soft drink in last 6 months
M16246A	Used prepared dinner for children in last 6 months
M16247A	Drank prepared mixed drink w/o liquor in last 6 mo
M16248A	Used pretzels in last 6 months
M16249A	Used pudding/pie filling in last 6 months
M16250A	Used refrigerated/frozen bread/dough product/6 mo
M16251A	Used rice in last 6 months
M16252A	Used rice (flavored/seasoned) in last 6 months
M16253A	Used rice cakes in last 6 months
M16254A	Used rubber gloves in last 6 months
M16255A	Used salad dressing in last 6 months
M16256A	Used salad or cooking oil in last 6 months
M16257A	Used salad toppings in last 6 months
M16258A	Used salsa or picante sauce in last 6 months
M16259A	Used salt in last 6 months
M16260A	Used sausage in last 6 months
M16261A	Used scouring cleanser in last 6 months
M16262A	Used scouring pad in last 6 months
M16263A	Used seasonings/spices in last 6 months
M16264A	Purchased shoe polish in last 12 months
M16265A	Used shortening in last 6 months
M16266A	Used snack cakes in last 6 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M16268A	Used sour cream in last 6 months
M16269A	Used soy sauce in last 6 months
M16270A	Used spaghetti/pasta sauce in last 6 months
M16271A	Used spray non-stick cooking product in last 6 mo
M16272A	Used spray starch in last 6 months
M16273A	Used stuffing mix/product in last 6 months
M16274A	Used sugar in last 6 months
M16275A	Used sweet rolls/pastries (ready-to-eat) last 6 mo
M16276A	Used table syrup/molasses in last 6 months
M16277A	Used regular tea in last 6 months
M16278A	Used toaster product in last 6 months
M16279A	Used toilet bowl cleaner (in-bowl) last 6 months
M16280A	Used toilet bowl cleaner (in-tank) last 6 months
M16281A	Used toilet paper in last 6 months
M16282A	Used tomato/vegetable juice in last 6 months
M16283A	Used vegetarian frozen burger in last 6 months
M16284A	Used vinegar in last 6 months
M16285A	Used waffle or pancake mix in last 6 months
M16287A	Used water softening salts in last 6 months
M16288A	Used waxed paper in last 6 months
M16289A	Used whipped topping in last 12 months
M16290A	Used HH wipes (dry disposable) in last 6 months
M16291A	Used HH wipes (pre-moistened) in last 6 months
M16292A	Used yeast in last 6 months
M16293A	Used yogurt in last 6 months
MPI_17: Health	
M17001A	Exercise at home 2+ times per week
M17002A	Exercise at club 2+ times per week
M17003A	Exercise at other facility (not club) 2+ times/wk
M17005A	Own stationary bicycle
M17006A	Own treadmill
M17007A	Own weight lifting equipment
M17008A	Presently controlling diet
M17009A	Diet control for blood sugar level
M17010A	Diet control for cholesterol level
M17011A	Diet control to maintain weight
M17012A	Diet control for physical fitness
M17013A	Diet control for salt restriction
M17014A	Diet control for weight loss
M17016A	Used doctor's care/diet for diet method
M17017A	Used exercise program for diet method
M17018A	Used Weight Watchers as diet method
M17019A	Buy foods specifically labeled as fat-free
M17020A	Buy foods specifically labeled as high fiber
M17021A	Buy foods specifically labeled as low-calorie
M17022A	Buy foods specifically labeled as low-cholesterol
M17023A	Buy foods specifically labeled as low-fat
M17024A	Buy foods specifically labeled as low-sodium
M17025A	Buy foods specifically labeled as natural/organic
M17026A	Buy foods specifically labeled as sugar-free
M17027A	Used butter alternatives in last 6 months
M17028A	Used egg alternatives in last 6 months
M17029A	Used salt alternatives in last 6 months
M17030A	Drank meal/dietary supplement in last 6 months
M17031A	Used nutrition/energy bar in last 6 months
M17032A	Drank sports drink/thirst quencher in last 6 mo
M17033A	Used vitamin/dietary supplement in last 6 months
M17035A	Vitamin/dietary suppl used/6 mo: antioxidant
M17036A	Vitamin/dietary suppl used/6 mo: B complex
M17038A	Vitamin/dietary suppl used/6 mo: B-6
M17039A	Vitamin/dietary suppl used/6 mo: B-12
M17040A	Vitamin/dietary suppl used/6 mo: C
M17041A	Vitamin/dietary suppl used/6 mo: calcium
M17042A	Vitamin/dietary suppl used/6 mo: D
M17043A	Vitamin/dietary suppl used/6 mo: E
M17048A	Vitamin/dietary suppl used/6 mo: glucosamine
M17049A	Vitamin/dietary suppl used/6 mo: multiple formula
M17050A	Vitamin/dietary suppl used/6 mo: multiple w/iron
M17051A	Vitamin/dietary suppl used/6 mo: mult w/minerals
M17052A	Vitamin/dietary suppl used/6 mo: zinc
M17053A	Vitamin/dietary suppl/6 mo: Caltrate 600
M17054A	Vitamin/dietary suppl/6 mo: Centrum
M17055A	Vitamin/dietary suppl/6 mo: Nature Made
M17058A	Visited doctor in last 12 months
M17059A	Visited doctor in last 12 months: 1-2 times
M17060A	Visited doctor in last 12 months: 3-5 times
M17061A	Visited doctor in last 12 months: 6+ times
M17062A	Visited doctor in last 12 mo: allergist
M17063A	Visited doctor in last 12 mo: cardiologist
M17064A	Visited doctor in last 12 mo: chiropractor

Table & Field Name	Field Description
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(*a* signifies adult base; *h* signifies household base)

M17065A	Visited doctor in last 12 mo: dentist
M17066A	Visited doctor in last 12 mo: dermatologist
M17067A	Visited doctor in last 12 mo: ear/nose/throat
M17068A	Visited doctor in last 12 mo: eye
M17069A	Visited doctor in last 12 mo: general/family
M17070A	Visited doctor in last 12 mo: internist
M17071A	Visited doctor in last 12 mo: physical therapist
M17072A	Visited doctor in last 12 mo: podiatrist
M17073A	Visited nurse practitioner in last 12 months
M17074A	Wear regular/sun/tinted prescription eyeglasses
M17075A	Wear bi-focals
M17076A	Wear disposable contact lenses
M17077A	Wear soft contact lenses
M17079A	Spent on contact lenses in last 12 mo: <\$100
M17080A	Spent on contact lenses in last 12 mo: \$100-199
M17081A	Spent on contact lenses in last 12 mo: \$200+
M17082A	Bought prescription eyewear: discount optical ctr
M17083A	Bought prescription eyewear: from eye doctor
M17084A	Bought prescription eyewear: retail optical chain
M17085A	Used prescription drug for allergy/hay fever
M17086A	Used prescription drug for anxiety
M17088A	Used prescription drug for asthma
M17089A	Used prescription drug for backache
M17090A	Used prescription drug for depression
M17091A	Used prescription drug for diabetes
M17093A	Used prescription drug for heartburn/acid reflux
M17094A	Used prescription drug for high blood pressure
M17095A	Used prescription drug for high cholesterol
M17096A	Used prescription drug for migraine headache
M17099A	Used prescription drug for sinus congest./headache
M17100A	Used prescription drug for urinary tract infection
M17101A	Used last 6 mo: adhesive bandages
M17103A	Used last 6 mo: athlete's foot/foot care product
M17104A	Used last 6 mo: cold/allergy remedy (nonprescr)
M17105A	Used last 6 mo: children's cold tablets/liquids
M17106A	Used last 6 mo: contact lens cleaning solution
M17107A	Used last 6 mo: cotton swabs
M17108A	Used last 6 mo: cough drops (nonprescription)
M17109A	Used last 6 mo: cough syrup (nonprescription)
M17110A	Used last 6 mo: children's cough syrup
M17111A	Used last 6 mo: diarrhea remedy
M17113A	Used last 6 mo: eye wash and drops
M17114A	Used last 6 mo: headache/pain reliever (nonprescr)
M17115A	Used last 6 mo: hemorrhoid remedy
M17116A	Used last 6 mo: indigestion/upset stomach remedy
M17117A	Used last 6 mo: lactose intolerance product
M17118A	Used last 6 mo: laxative
M17119A	Used last 6 mo: medicated skin ointment
M17121A	Used last 6 mo: nasal spray
M17122A	Used last 6 mo: pain reliever/fever reducer (kids)
M17123A	Used last 6 mo: pain relieving rub (nonprescr)
M17124A	Used last 6 mo: sleeping tablets (nonprescription)
M17125A	Used last 12 mo: sunburn remedy
M17126A	Used last 12 mo: suntan/sunscreen product
M17127A	Used last 12 mo: SPF 15+ suntan/sunscreen product
M17128A	Used last 6 mo: toothache/gum/canker sore remedy
M17129A	Used last 6 mo: vitamins for children

MPI_18: Home Improvement & Services

M18001H	Had home remodeling done in last 12 months
M18002H	Spent on home remodeling last 12 mo: <\$500
M18003H	Spent on home remodeling last 12 mo: \$500-2499
M18004H	Spent on home remodeling last 12 mo: \$2500-4999
M18005H	Spent on home remodeling last 12 mo: \$5000+
M18006H	Home remodeling done by HH member in last 12 mo
M18007H	Home remodeling done by outside contractor/12 mo
M18008H	Had bathroom remodeling done in last 12 months
M18009H	HH member remodeled bathroom in last 12 months
M18010H	Had bedroom remodeling done in last 12 months
M18012H	Had kitchen remodeling done in last 12 months
M18014H	Home remodeling last 12 mo: carpeting
M18016H	Home remodeling last 12 mo: deck/porch/patio added
M18019H	Home remodeling last 12 mo: ceramic tile floor
M18023H	Home remodeling last 12 mo: kitchen cabinets
M18024H	Home remodeling last 12 mo: kitchen counter tops
M18025H	Home remodeling last 12 mo: roofing
M18027H	Any home improvement in last 12 months
M18028H	Spent on home improvements in last 12 mo: <\$150
M18029H	Spent on home improvements in last 12 mo: \$150-499
M18030H	Spent on home improvements in last 12 mo: \$500-999
M18031H	Spent on home improvements in last 12 mo: \$1000+

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M18032H	Home improvement done by HH member in last 12 mo
M18033H	Home improvement done by outside contractor/12 mo
M18034H	Bought bathroom or kitchen faucets in last 12 mo
M18036H	Bought ceiling/floor/wall insulation in last 12 mo
M18037H	Bought exterior light fixtures in last 12 months
M18038H	Bought interior light fixtures in last 12 months
M18039H	Had exterior painting done in last 12 months
M18040H	Exterior painting done by HH member in last 12 mo
M18041H	Had interior painting done in last 12 months
M18042H	Interior painting done by HH member in last 12 mo
M18044H	Bought yard fence in last 12 months
M18045H	Bought paint/stain in last 12 months
M18046H	Spent \$101+ on paint/stain in last 12 months
M18047H	Purchased <4 gallons of paint/stain in last 12 mo
M18048H	Purchased 4-7 gallons of paint/stain in last 12 mo
M18049H	Purchased 8+ gallons of paint/stain in last 12 mo
M18050H	Bought exterior paint/stain in last 12 months
M18051H	Bought interior paint/stain in last 12 months
M18056H	Bought exterior paint in last 12 months
M18057H	Bought interior paint in last 12 months
M18058H	Bought exterior stain in last 12 months
M18059H	Bought interior stain in last 12 months
M18052H	HH used professional carpet cleaning service/12 mo
M18053H	HH used professional exterminator in last 12 mo
M18054H	Used housekeeper/maid/prof HH cleaning srv/12 mo
M18060H	Used housekeeper/maid in last 12 months
MPI_19: Insurance	
M19001A	Currently carry any life insurance
M19002A	Have life insurance: separate term policy
M19003A	Have life insurance: separate whole life policy
M19004A	Have life insurance: comb. term/whole life policy
M19005A	Have life insurance: universal life
M19007A	Have life insurance w/total value: <\$20000
M19008A	Have life insurance w/total value: \$20000-49999
M19009A	Have life insurance w/total value: \$50000-99999
M19010A	Have life insurance w/total value: \$100000-149999
M19011A	Have life insurance w/total value: \$150000-249999
M19012A	Have life insurance w/total value: \$250000-499999
M19013A	Have life insurance w/total value: \$500000+
M19014A	Acquired life insurance from place of work/12 mo
M19015A	Have medical/hospital/accident insurance
M19016A	Medical insurance covers other HH members
M19017A	Medical insurance covers you individually
M19018A	Obtained medical insurance: Medicaid
M19019A	Obtained medical insurance: Medicare
M19020A	Obtained medical insurance: from place of work
M19021A	Obtained medical insurance: from union
M19022A	Have medical insurance - belong to HMO
M19023A	Have medical insurance: Blue Cross/Blue Shield
M19024A	Have medical insurance: Cigna
M19026A	Have accidental death and dismemberment insurance
M19027A	Have dental insurance
M19028A	Have disability insurance
M19029A	Have long term care insurance
M19030A	Have loss of income from medical causes insurance
M19031A	Have mortgage insurance
M19032A	Have personal liability insurance
M19033A	Have prescription medicine insurance
M19034A	Have travel insurance
M19035A	Have vision care insurance
M19036A	Have insurance on home or personal belongings
M19037A	Have combined home and auto insurance policy
M19038A	Carry homeowner insurance
M19039A	Carry renter insurance
M19040A	Have home/pers property insur: floater policy
M19041A	Have home/pers property insur: fire coverage
M19042A	Have home/pers property insur: liability coverage
M19043A	Have home/pers property insur: theft/loss coverage
M19044A	Acquired home/pers property insur: from agent
M19046A	Have auto/other vehicle insurance
M19047A	Have auto/other vehicle insur: collision
M19048A	Have auto/other vehicle insur: comprehensive
M19049A	Have auto/other vehicle insur: liability
M19050A	Have auto/other vehicle insur: medical payments
M19051A	Have auto/other vehicle insur: towing
M19052A	Have auto/other vehicle insur: uninsured motorist
M19053A	Have auto/other vehicle insur: Allstate
M19054A	Have auto/other vehicle insur: State Farm Mutual
M19055A	Acquired auto/other vehicle insurance from agent

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
MPI_20: Internet	
M20001A	Have any access to the Internet
M20002A	Have access to Internet: at home
M20003A	Have access to Internet: at work
M20004A	Have access to Internet: at school/library
M20005A	Have access to Internet: not hm/work/school/library
M20006A	Use Internet less than once a week
M20007A	Use Internet 1-2 times per week
M20008A	Use Internet 3-6 times per week
M20009A	Use Internet once a day
M20063A	Use Internet 2-4 times per day
M20064A	Use Internet 5 or more times per day
M20011A	Any Internet or online usage in last 30 days
M20015A	Used Internet in last 30 days: at home
M20016A	Used Internet in last 30 days: at work
M20017A	Used Internet in last 30 days: at school/library
M20018A	Used Internet/30 days: not home/work/school/library
M20019A	Internet last 30 days: used email
M20020A	Internet last 30 days: looked for employment
M20021A	Internet last 30 days: played games online
M20022A	Internet last 30 days: obtained new/used car info
M20023A	Internet last 30 days: made personal purchase
M20024A	Internet last 30 days: made business purchase
M20025A	Internet last 30 days: obtained real estate info
M20028A	Internet last 30 days: made travel plans
M20029A	Internet last 30 days: visited chat room
M20048A	Internet last 30 days: obtained medical info
M20049A	Internet last 30 days: obtained latest news
M20050A	Internet last 30 days: obtained sports news/info
M20053A	Internet last 30 days: obtained financial info
M20054A	Internet last 30 days: traded/tracked investments
M20055A	Internet last 30 days: downloaded music
M20056A	Internet last 30 days: watched online video
M20030A	Ordered anything on Internet in last 12 months
M20031A	Ordered on Internet/12 mo: airline ticket
M20032A	Ordered on Internet/12 mo: CD/tape
M20033A	Ordered on Internet/12 mo: clothing
M20034A	Ordered on Internet/12 mo: computer
M20035A	Ordered on Internet/12 mo: computer peripheral
M20062A	Ordered on Internet/12 mo: DVD
M20036A	Ordered on Internet/12 mo: flowers
M20037A	Ordered on Internet/12 mo: software
M20038A	Ordered on Internet/12 mo: ticket (concert/sports)
M20039A	Ordered on Internet/12 mo: toy
M20041A	Purchased item from amazon.com in last 12 months
M20042A	Purchased item from barnes&noble.com in last 12 mo
M20043A	Purchased item from ebay.com in last 12 months
M20044A	Spent on Internet orders last 12 months: <\$100
M20045A	Spent on Internet orders last 12 months: \$100-199
M20046A	Spent on Internet orders last 12 months: \$200-499
M20047A	Spent on Internet orders last 12 months: \$500+
M20057A	Connection to Internet from home: dial-up modem
M20058A	Connection to Internet from home: cable modem
M20059A	Connection to Internet from home: DSL
M20060A	Connection to Internet from home: wireless
M20061A	Connection to Internet from home: any broadband
MPI_21: Leisure Activities/Lifestyle	
M21001A	Attended adult education course in last 12 months
M21002A	Attended auto show in last 12 months
M21003A	Went to bar/night club in last 12 months
M21004A	Went to beach in last 12 months
M21005A	Attended dance performance in last 12 months
M21006A	Danced/went dancing in last 12 months
M21007A	Dined out in last 12 months
M21008A	Dine out < once a month
M21009A	Dine out once a month
M21010A	Dine out 2-3 times a month
M21011A	Dine out once a week
M21012A	Dine out 2+ times per week
M21013A	Gambled at casino in last 12 months
M21014A	Gambled at casino 6+ times in last 12 months
M21015A	Gambled in Atlantic City in last 12 months
M21016A	Gambled in Las Vegas in last 12 months
M21017A	Attended horse races in last 12 months
M21018A	Attended movies in last 6 months
M21019A	Attended movies in last 90 days: < once a month
M21020A	Attended movies in last 90 days: once a month
M21021A	Attended movies in last 90 days: 2-3 times a month
M21022A	Attended movies in last 90 days: once/week or more
M21023A	Prefer to see movie after second week of release

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M21024A	Went to museum in last 12 months
M21026A	Attended country music performance in last 12 mo
M21027A	Attended rock music performance in last 12 months
M21073A	Attended classical music/opera performance/12 mo
M21028A	Went to live theater in last 12 months
M21029A	Visited a theme park in last 12 months
M21033A	Visited Disney World (FL)/12 mo: Magic Kingdom
M21035A	Visited any Sea World in last 12 months
M21036A	Visited any Six Flags in last 12 months
M21038A	Went to zoo in last 12 months
M21040A	Played billiards/pool in last 12 months
M21041A	Played bingo in last 12 months
M21042A	Did birdwatching in last 12 months
M21043A	Played board game in last 12 months
M21044A	Played cards in last 12 months
M21045A	Played chess in last 12 months
M21046A	Cooked for fun in last 12 months
M21047A	Did crossword puzzle in last 12 months
M21048A	Flew a kite in last 12 months
M21049A	Did furniture refinishing in last 12 months
M21050A	Did indoor gardening/plant care in last 12 months
M21074A	Participated in karaoke in last 12 months
M21051A	Bought lottery ticket in last 12 months
M21052A	Bought lottery ticket in last 12 mo: Daily Drawing
M21053A	Bought lottery ticket in last 12 mo: Instant Game
M21054A	Bought lottery ticket in last 12 mo: Lotto Drawing
M21055A	Played lottery: <2 times in last 30 days
M21056A	Played lottery: 2-6 times in last 30 days
M21057A	Played lottery: 7+ times in last 30 days
M21058A	Played musical instrument in last 12 months
M21059A	Did painting/drawing in last 12 months
M21060A	Did photography in last 12 months
M21061A	Read book in last 12 months
M21075A	Participated in trivia games in last 12 months
M21063A	Played video game in last 12 months
M21064A	Did woodworking in last 12 months
M21076A	Participated in word games in last 12 months
M21066A	Member of charitable organization
M21067A	Member of church board
M21068A	Member of fraternal order
M21069A	Member of religious club
M21071A	Member of union
M21072A	Member of veterans club

MPI_22: Mail & Phone Orders/Yellow Pages

M22001A	Ordered any item by mail/phone in last 12 months
M22003A	Ordered clothing by mail/phone in last 12 months
M22004A	Spent on mail orders in last 12 months: <\$100
M22005A	Spent on mail orders in last 12 months: \$100-199
M22006A	Spent on mail orders in last 12 months: \$200+
M22008A	Spent on phone orders in last 12 months: <\$100
M22009A	Spent on phone orders in last 12 months: \$100-199
M22010A	Spent on phone orders in last 12 months: \$200-499
M22011A	Spent on phone orders in last 12 months: \$500+
M22013A	Referred to Yellow Pages in last 12 months
M22014A	Yellow Pages/12 mo: airlines/tickets
M22015A	Yellow Pages/12 mo: appliance repair
M22016A	Yellow Pages/12 mo: appliances
M22017A	Yellow Pages/12 mo: attorneys
M22018A	Yellow Pages/12 mo: auto body repair & painting
M22019A	Yellow Pages/12 mo: auto dealers/sales
M22020A	Yellow Pages/12 mo: auto parts/supplies
M22021A	Yellow Pages/12 mo: auto renting/leasing
M22022A	Yellow Pages/12 mo: auto repair/services
M22023A	Yellow Pages/12 mo: banks/savings & loans
M22025A	Yellow Pages/12 mo: carpet cleaning
M22026A	Yellow Pages/12 mo: carpets/rugs
M22027A	Yellow Pages/12 mo: cellular telephones
M22028A	Yellow Pages/12 mo: churches
M22029A	Yellow Pages/12 mo: contractors (general)
M22030A	Yellow Pages/12 mo: dentists
M22031A	Yellow Pages/12 mo: department stores
M22032A	Yellow Pages/12 mo: dry cleaners/laundry
M22035A	Yellow Pages/12 mo: florists
M22037A	Yellow Pages/12 mo: furniture stores
M22038A	Yellow Pages/12 mo: hardware stores
M22039A	Yellow Pages/12 mo: hospital/care facilities
M22040A	Yellow Pages/12 mo: hotels/motels
M22041A	Yellow Pages/12 mo: jewelers/jewelry
M22042A	Yellow Pages/12 mo: locks/locksmiths
M22043A	Yellow Pages/12 mo: moving/storage

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M22046A	Yellow Pages/12 mo: pet shops/kennels
M22047A	Yellow Pages/12 mo: pharmacies
M22048A	Yellow Pages/12 mo: physicians/surgeons
M22049A	Yellow Pages/12 mo: pizza
M22050A	Yellow Pages/12 mo: plumbers
M22051A	Yellow Pages/12 mo: restaurants
M22052A	Yellow Pages/12 mo: roofers
M22053A	Yellow Pages/12 mo: sporting goods
M22054A	Yellow Pages/12 mo: supermarkets/grocers
M22055A	Yellow Pages/12 mo: taxicabs/limousines
M22056A	Yellow Pages/12 mo: theaters
M22058A	Yellow Pages/12 mo: veterinarians

MPI_23: Media

Listen

M23257A	Light radio listener
M23258A	Light-medium radio listener
M23259A	Medium radio listener
M23260A	Medium-heavy radio listener
M23261A	Heavy radio listener
M23262A	Radio format listen to: adult contemporary
M23263A	Radio format listen to: all news
M23264A	Radio format listen to: all talk
M23265A	Radio format listen to: alternative
M23266A	Radio format listen to: classic hits
M23267A	Radio format listen to: classic rock
M23268A	Radio format listen to: classical
M23269A	Radio format listen to: contemporary hit radio
M23270A	Radio format listen to: country
M23271A	Radio format listen to: Hispanic
M23272A	Radio format listen to: jazz
M23273A	Radio format listen to: news/talk
M23274A	Radio format listen to: oldies
M23275A	Radio format listen to: public
M23276A	Radio format listen to: religious
M23277A	Radio format listen to: rock
M23278A	Radio format listen to: soft adult contemporary
M23279A	Radio format listen to: sports
M23280A	Radio format listen to: urban
M23281A	Radio format listen to: variety/other
M23282A	Radio listening: auto racing
M23283A	Radio listening: baseball playoffs/World Series
M23284A	Radio listening: baseball (regular season)
M23285A	Radio listening: basketball (college)
M23286A	Radio listening: basketball (pro)
M23287A	Radio listening: football (college)
M23288A	Radio listening: football-Monday night (pro)
M23289A	Radio listening: football-weekend (pro)
M23291A	Radio listening: ice hockey
M23292A	Radio listening: NFL playoffs/Superbowl
M23293A	Listen to Radio: 6:00 am - 10:00 am weekday
M23294A	Listen to Radio: 10:00 am - 3:00 pm weekday
M23295A	Listen to Radio: 3:00 pm - 7:00 pm weekday
M23296A	Listen to Radio: 7:00 pm - midnight weekday
M23297A	Listen to Radio: midnight - 6:00 am weekday
M23298A	Listen to Radio: 6:00 am - 10:00 am weekend
M23299A	Listen to Radio: 10:00 am - 3:00 pm weekend
M23300A	Listen to Radio: 3:00 pm - 7:00 pm weekend
M23301A	Listen to Radio: 7:00 pm - midnight weekend
M23302A	Listen to Radio: midnight - 6:00 am weekend

Read

M23207A	Light magazine reader
M23208A	Light-medium magazine reader
M23209A	Medium magazine reader
M23210A	Medium-heavy magazine reader
M23211A	Heavy magazine reader
M23212A	Read airline magazines
M23213A	Read automotive magazines
M23214A	Read baby magazines
M23216A	Read bridal magazines
M23217A	Read business/finance magazines
M23218A	Read computer magazines
M23219A	Read Epicurean magazines
M23220A	Read fishing/hunting magazines
M23222A	Read general editorial magazines
M23223A	Read health magazines
M23224A	Read home service magazines
M23225A	Read motorcycle magazines
M23226A	Read music magazines
M23227A	Read news and entertainment weekly magazines
M23228A	Read parenthood magazines

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M23229A	Read science/technology magazines
M23230A	Read sports magazines
M23231A	Read travel magazines
M23232A	Read women's fashion magazines
M23233A	Light newspaper reader
M23234A	Light-medium newspaper reader
M23235A	Medium newspaper reader
M23236A	Medium-heavy newspaper reader
M23237A	Heavy newspaper reader
M23238A	Read any daily newspaper
M23239A	Read one daily newspaper
M23240A	Read two or more daily newspapers
M23241A	Read any Sunday newspaper
M23242A	Read one Sunday newspaper
M23243A	Read two or more Sunday newspapers
M23244A	Read newspaper: business/finance section
M23245A	Read newspaper: classified section
M23246A	Read newspaper: comics section
M23247A	Read newspaper: editorial page section
M23248A	Read newspaper: fashion section
M23249A	Read newspaper: food/cooking section
M23250A	Read newspaper: main news/front page
M23251A	Read newspaper: home/furnishings/gardening section
M23252A	Read newspaper: movie listings/reviews section
M23253A	Read newspaper: science & technology section
M23254A	Read newspaper: sports section
M23255A	Read newspaper: travel section
M23256A	Read newspaper: TV listings section
Watch	
M23001H	HH has cable TV available in neighborhood
M23002H	HH subscribes to cable TV
M23003H	HH subscribes to digital cable TV
M23005H	HH has satellite dish
M23006H	HH watched cable TV (incl pay viewing) last week
M23007H	HH watched 15+ hours of cable TV last week
M23011A	Watched last week: A&E Television Network
M23012A	Watched last week: ABC Family Channel
M23013A	Watched last week: American Movie Classics
M23014A	Watched last week: Animal Planet
M23015A	Watched last week: BBC America
M23016A	Watched last week: BET (Black Entertainment TV)
M23017A	Watched last week: Bravo
M23018A	Watched last week: Cartoon Network
M23019A	Watched last week: CMT (Country Music Television)
M23020A	Watched last week: CNBC
M23021A	Watched last week: CNN (Cable News Network)
M23022A	Watched last week: Comedy Central
M23023A	Watched last week: Court TV
M23024A	Watched last week: Discovery Channel
M23025A	Watched last week: Discovery Health Channel
M23026A	Watched last week: Disney Channel
M23027A	Watched last week: E!
M23028A	Watched last week: ESPN
M23029A	Watched last week: ESPN Classic
M23030A	Watched last week: ESPN2
M23031A	Watched last week: ESPNNews
M23032A	Watched last week: Food Network
M23033A	Watched last week: Fox News Channel
M23034A	Watched last week: Fox Sports Net
M23035A	Watched last week: FX
M23036A	Watched last week: Game Show Network
M23037A	Watched last week: Golf Channel
M23038A	Watched last week: Hallmark Channel
M23039A	Watched last week: Headline CNN News
M23040A	Watched last week: History Channel
M23041A	Watched last week: Home & Garden Television
M23042A	Watched last week: Home Shopping Network
M23044A	Watched last week: Lifetime
M23304A	Watched last week: Lifetime Movie Network
M23045A	Watched last week: MSNBC
M23046A	Watched last week: MTV
M23047A	Watched last week: MTV2
M23048A	Watched last week: National Geographic Channel
M23049A	Watched last week: Nick at Nite
M23050A	Watched last week: Nickelodeon
M23051A	Watched last week: Oxygen
M23052A	Watched last week: QVC
M23053A	Watched last week: Sci-Fi Channel
M23054A	Watched last week: Speed Channel
M23329A	Watched last week: Spike TV
M23055A	Watched last week: Style

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M23057A	Watched last week: TBS
M23058A	Watched last week: TLC (The Learning Channel)
M23060A	Watched last week: TNT (Turner Network Television)
M23061A	Watched last week: Toon Disney
M23062A	Watched last week: Travel Channel
M23063A	Watched last week: Turner Classic Movies
M23064A	Watched last week: TV Guide Channel
M23065A	Watched last week: TV Land
M23066A	Watched last week: USA Network
M23067A	Watched last week: VH1
M23068A	Watched last week: The Weather Channel
M23056A	Watched last week: WGN
M23069A	Watched last week: Women's Entertainment
M23306A	Watched last week: Cinemax
M23327A	Watched last week: Encore
M23307A	Watched last week: HBO
M23308A	Watched last week: The Movie Channel
M23309A	Watched last week: Showtime
M23328A	Watched last week: Starz!
M23073A	Light viewer of daytime TV
M23074A	Medium viewer of daytime TV
M23075A	Heavy viewer of daytime TV
M23076A	Light viewer of primetime TV
M23077A	Light-medium viewer of primetime TV
M23078A	Medium viewer of primetime TV
M23079A	Medium-heavy viewer of primetime TV
M23080A	Heavy viewer of primetime TV
M23081A	Watch TV aired once/wk: ABC This Week
M23082A	Watch TV aired once/wk: ABC World News Tonight-Sat
M23083A	Watch TV aired once/wk: ABC World News Tonight-Sun
M23310A	Watch TV aired once/wk: According to Jim
M23330A	Watch TV aired once/wk: American Idol
M23331A	Watch TV aired once/wk: Amer.'s Funniest Hm Videos
M23085A	Watch TV aired once/wk: Antiques Roadshow
M23332A	Watch TV aired once/wk: Boston Legal
M23090A	Watch TV aired once/wk: CBS Evening News-Sat
M23091A	Watch TV aired once/wk: CBS Evening News-Sun
M23092A	Watch TV aired once/wk: CBS Face the Nation
M23094A	Watch TV aired once/wk: CBS Sunday Morning
M23333A	Watch TV aired once/wk: Cold Case
M23097A	Watch TV aired once/wk: C.S.I.
M23323A	Watch TV aired once/wk: C.S.I. Miami
M23334A	Watch TV aired once/wk: CSI: NY
M23098A	Watch TV aired once/wk: Dateline NBC Friday
M23099A	Watch TV aired once/wk: Dateline NBC Sunday
M23335A	Watch TV aired once/wk: Desperate Housewives
M23103A	Watch TV aired once/wk: ER
M23106A	Watch TV aired once/wk: FOX News Sunday
M23336A	Watch TV aired once/wk: Grey's Anatomy
M23337A	Watch TV aired once/wk: House
M23314A	Watch TV aired once/wk: Inside Edition - Weekend
M23115A	Watch TV aired once/wk: King of the Hill
M23116A	Watch TV aired once/wk: Law and Order
M23315A	Watch TV aired once/wk: Law and Order - CI
M23117A	Watch TV aired once/wk: Law and Order-SVU
M23338A	Watch TV aired once/wk: Lost
M23339A	Watch TV aired once/wk: Medium
M23123A	Watch TV aired once/wk: NBC Meet the Press
M23124A	Watch TV aired once/wk: NBC Nightly News-Sat
M23125A	Watch TV aired once/wk: NBC Nightly News-Sun
M23126A	Watch TV aired once/wk: NBC Saturday Night Movie
M23127A	Watch TV aired once/wk: NBC Saturday Today
M23128A	Watch TV aired once/wk: NBC Sunday Today
M23340A	Watch TV aired once/wk: NCIS
M23129A	Watch TV aired once/wk: NOVA
M23341A	Watch TV aired once/wk: Numb3rs
M23133A	Watch TV aired once/wk: Primetime
M23135A	Watch TV aired once/wk: Saturday Night Live
M23317A	Watch TV aired once/wk: Scrubs
M23137A	Watch TV aired once/wk: The Simpsons
M23138A	Watch TV aired once/wk: 60 Minutes
M23318A	Watch TV aired once/wk: Smallville
M23319A	Watch TV aired once/wk: 24
M23144A	Watch TV aired once/wk: 20/20
M23342A	Watch TV aired once/wk: Two and a Half Men
M23326A	Watch TV aired once/wk: Without a Trace
M23147A	Watch TV aired once/wk: WWE Smackdown!
M23149A	Watch Syndicated TV (M-F): Access Hollywood
M23150A	Watch Syndicated TV (M-F): Cops
M23152A	Watch Syndicated TV (M-F): Divorce Court
M23343A	Watch Syndicated TV (M-F): Ellen Degeneres

Table & Field Name	Field Description
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("a" signifies adult base; "h" signifies household base)

M23154A	Watch Syndicated TV (M-F): Entertainment Tonight
M23344A	Watch Syndicated TV (M-F): Everybody Loves Raymond
M23156A	Watch Syndicated TV (M-F): Frasier
M23158A	Watch Syndicated TV (M-F): Friends
M23160A	Watch Syndicated TV (M-F): Home Improvement
M23161A	Watch Syndicated TV (M-F): Inside Edition
M23162A	Watch Syndicated TV (M-F): Jeopardy!
M23163A	Watch Syndicated TV (M-F): The Jerry Springer Show
M23164A	Watch Syndicated TV (M-F): Judge Joe Brown
M23165A	Watch Syndicated TV (M-F): Judge Judy
M23166A	Watch Syndicated TV (M-F): Judge Mathis
M23345A	Watch Syndicated TV (M-F): King of Queens
M23167A	Watch Syndicated TV (M-F): Live with Regis & Kelly
M23168A	Watch Syndicated TV (M-F): Maury
M23169A	Watch Syndicated TV (M-F): Montel Williams Show
M23170A	Watch Syndicated TV (M-F): The Oprah Winfrey Show
M23171A	Watch Syndicated TV (M-F): People's Court
M23173A	Watch Syndicated TV (M-F): Seinfeld
M23176A	Watch Syndicated TV (M-F): Wheel of Fortune
M23346A	Watch Syndicated TV (M-F): Will & Grace
M23320A	Watch early morning TV (M-F): Good Morning America
M23321A	Watch early morning TV (M-F): The Early Show
M23322A	Watch early morning TV (M-F): Today Show
M23177A	Watch on TV: alpine skiing/ski jumping
M23178A	Watch on TV: auto racing (NASCAR)
M23179A	Watch on TV: auto racing (not NASCAR)
M23180A	Watch on TV: baseball
M23181A	Watch on TV: basketball (college)
M23182A	Watch on TV: basketball (pro)
M23183A	Watch on TV: beach volleyball (pro)
M23184A	Watch on TV: bicycle racing
M23185A	Watch on TV: bowling
M23186A	Watch on TV: boxing
M23187A	Watch on TV: Equestrian events
M23188A	Watch on TV: figure skating
M23189A	Watch on TV: fishing
M23190A	Watch on TV: football (college)
M23191A	Watch on TV: football-Monday night (pro)
M23192A	Watch on TV: football-weekend (pro)
M23193A	Watch on TV: golf
M23194A	Watch on TV: gymnastics
M23195A	Watch on TV: horse racing (flats/runners)
M23196A	Watch on TV: horse racing (trotters/harness)
M23197A	Watch on TV: ice hockey
M23198A	Watch on TV: marathon/road running/triathlon
M23199A	Watch on TV: motorcycle racing
M23200A	Watch on TV: rodeo/bull riding
M23201A	Watch on TV: soccer
M23202A	Watch on TV: tennis
M23203A	Watch on TV: track & field
M23204A	Watch on TV: truck and tractor pull/mud racing
M23205A	Watch on TV: weight lifting
M23206A	Watch on TV: wrestling (pro)

MPI_24: Personal Care Products

M24001A	Used body powder in last 6 months
M24004A	Used body wash/shower gel in last 6 months
M24005A	Used breath freshener in last 6 months
M24007A	Used complexion care product <7 times last week
M24008A	Used complexion care product 11+ times last week
M24009A	Used complexion care prod: dry facial skin type
M24010A	Used complexion care prod: normal facial skin type
M24011A	Used complexion care prod: oily facial skin type
M24012A	Used dental floss in last 6 months
M24013A	Used dental rinse in last 6 months
M24014A	Used denture adhesive/fixative in last 6 months
M24015A	Used denture cleaner in last 6 months
M24016A	Used deodorant/antiperspirant in last 6 months
M24017A	Used deodorant/antiperspirant <8 times last week
M24018A	Used deodorant/antiperspirant 15+ times last week
M24019A	Used disposable razor in last 6 months
M24020A	Used electric shaver in last 6 months
M24021A	Used hair coloring product (at home) last 6 months
M24022A	Used hair conditioner (at home) in last 6 months
M24023A	Used hair conditioning treatment (at home)/6 mo
M24025A	Used hair mousse in last 6 months
M24026A	Used hair spray (at home) in last 6 months
M24027A	Used hair styling gel/lotion in last 6 months
M24028A	Used hand & body cream/lotion/oil in last 6 months
M24031A	Used hand & body cream in last 6 months
M24032A	Used hand & body lotion in last 6 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M24033A	Used hand & body oil in last 6 months
M24034A	Used lip care in last 6 months
M24035A	Used liquid soap/hand sanitizer in last 6 months
M24036A	Used mouthwash in last 6 months
M24037A	Used mouthwash <4 times in last 7 days
M24038A	Used mouthwash 8+ times in last 7 days
M24039A	Used shampoo (at home) in last 6 months
M24040A	Used shampoo plus conditioner prod (at home)/6 mo
M24041A	Used shaving cream/gel in last 6 months
M24045A	Use personal care soap for antibacterial purpose
M24046A	Use personal care soap for complexion
M24047A	Use personal care soap for deodorant
M24048A	Use personal care soap for moisturizing
M24049A	Bought toothbrush in last 6 months
M24050A	Bought electric toothbrush in last 6 months
M24051A	Used toothpaste in last 6 months
M24052A	Used toothpaste <8 times in last 7 days
M24053A	Used toothpaste 15+ times in last 7 days
M24054A	Used toothpaste with baking soda in last 6 months
M24055A	Used toothpaste (gel) in last 6 months
M24056A	Used toothpaste (paste) in last 6 months
MPI_25: Pets & Products	
M25001H	HH owns any pet
M25003H	HH owns any cat
M25004H	HH owns any dog
M25005H	HH owns 1 cat
M25006H	HH owns 2+ cats
M25007H	HH owns 1 dog
M25008H	HH owns 2+ dogs
M25009H	HH used canned cat food in last 6 months
M25010H	HH used <5 cans of cat food in last 7 days
M25011H	HH used 8+ cans of cat food in last 7 days
M25012H	HH used packaged dry cat food in last 6 months
M25013H	HH used <5 pounds of packaged dry cat food last mo
M25014H	HH used 9+ pounds of packaged dry cat food last mo
M25016H	HH used cat treats in last 6 months
M25017H	HH used cat litter in last 6 months
M25018H	HH used canned dog food in last 6 months
M25019H	HH used packaged dry dog food in last 6 months
M25020H	HH used <11 pounds of pkgd dry dog food last month
M25021H	HH used 25+ pounds of pkgd dry dog food last month
M25023H	HH used dog biscuits/treats in last 6 months
M25024H	HH used <3 packages of dog biscuits/treats last mo
M25025H	HH used 3+ packages of dog biscuits/treats last mo
M25026H	HH used packaged dry cat/dog food in last 6 months
M25027H	HH used canned cat/dog food in last 6 mo
M25028H	HH used flea/tick care prod for cat/dog last 12 mo
M25029H	HH member took pet to vet in last 12 mo: 1 time
M25030H	HH member took pet to vet in last 12 mo: 2 times
M25031H	HH member took pet to vet in last 12 mo: 3 times
M25032H	HH member took pet to vet in last 12 mo: 4 times
M25033H	HH member took pet to vet in last 12 mo: 5+ times
M25035H	Bought pet food from vet in last 12 months
M25036H	Bought flea control product from vet in last 12 mo
MPI_26: Restaurants	
M26001A	Went to family restaurant/steak house in last 6 mo
M26002A	Family restaurant/steak house last mo: <2 times
M26003A	Family restaurant/steak house last mo: 2-4 times
M26004A	Family restaurant/steak house last mo: 5+ times
M26005A	Family restaurant/steak house last 6 mo: breakfast
M26006A	Family restaurant/steak house last 6 mo: lunch
M26007A	Family restaurant/steak house last 6 mo: snack
M26008A	Family restaurant/steak house last 6 mo: dinner
M26009A	Family restaurant/steak house last 6 mo: weekday
M26010A	Family restaurant/steak house last 6 mo: weekend
M26011A	Fam rest/steak hse last 6 mo: Applebee's
M26013A	Fam rest/steak hse last 6 mo: Bennigan's
M26014A	Fam rest/steak hse last 6 mo: Big Boy
M26015A	Fam rest/steak hse last 6 mo: Bob Evans Farm
M26016A	Fam rest/steak hse last 6 mo: Cheesecake Factory
M26018A	Fam rest/steak hse last 6 mo: Chili's Grill & Bar
M26019A	Fam rest/steak hse last 6 mo: Cracker Barrel
M26020A	Fam rest/steak hse last 6 mo: Denny's
M26022A	Fam rest/steak hse last 6 mo: Friendly's
M26023A	Fam rest/steak hse last 6 mo: Golden Corral
M26024A	Fam rest/steak hse last 6 mo: Intl Hse of Pancakes
M26025A	Fam rest/steak hse last 6 mo: Lone Star Steakhouse
M26027A	Fam rest/steak hse last 6 mo: Old Country Buffet
M26028A	Fam rest/steak hse last 6 mo: Olive Garden

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M26029A	Fam rest/steak hse last 6 mo: Outback Steakhouse
M26030A	Fam rest/steak hse last 6 mo: Perkins
M26032A	Fam rest/steak hse last 6 mo: Red Lobster
M26033A	Fam rest/steak hse last 6 mo: Red Robin
M26034A	Fam rest/steak hse last 6 mo: Ruby Tuesday
M26035A	Fam rest/steak hse last 6 mo: Ryan's
M26037A	Fam rest/steak hse last 6 mo: Sizzler
M26038A	Fam rest/steak hse last 6 mo: T.G.I. Friday's
M26040A	Went to fast food/drive-in restaurant in last 6 mo
M26041A	Went to fast food/drive-in restaurant <5 times/mo
M26042A	Went to fast food/drive-in 5-12 times/mo
M26043A	Went to fast food/drive-in restaurant 13+ times/mo
M26044A	Fast food/drive-in last 6 mo: breakfast
M26045A	Fast food/drive-in last 6 mo: lunch
M26046A	Fast food/drive-in last 6 mo: snack
M26047A	Fast food/drive-in last 6 mo: dinner
M26048A	Fast food/drive-in last 6 mo: weekday
M26049A	Fast food/drive-in last 6 mo: weekend
M26053A	Fast food/drive-in last 6 mo: A & W
M26054A	Fast food/drive-in last 6 mo: Arby's
M26056A	Fast food/drive-in last 6 mo: Boston Market
M26057A	Fast food/drive-in last 6 mo: Burger King
M26058A	Fast food/drive-in last 6 mo: Captain D's
M26059A	Fast food/drive-in last 6 mo: Carl's Jr.
M26060A	Fast food/drive-in last 6 mo: Checkers
M26061A	Fast food/drive-in last 6 mo: Chick-fil-A
M26062A	Fast food/drive-in last 6 mo: Chuck E. Cheese's
M26063A	Fast food/drive-in last 6 mo: Church's Fr. Chicken
M26064A	Fast food/drive-in last 6 mo: Dairy Queen
M26065A	Fast food/drive-in last 6 mo: Del Taco
M26066A	Fast food/drive-in last 6 mo: Domino's Pizza
M26067A	Fast food/drive-in last 6 mo: Dunkin' Donuts
M26069A	Fast food/drive-in last 6 mo: Fuddruggers
M26070A	Fast food/drive-in last 6 mo: Hardee's
M26071A	Fast food/drive-in last 6 mo: Jack in the Box
M26072A	Fast food/drive-in last 6 mo: KFC
M26074A	Fast food/drive-in last 6 mo: Little Caesars
M26075A	Fast food/drive-in last 6 mo: Long John Silver's
M26076A	Fast food/drive-in last 6 mo: McDonald's
M26092A	Fast food/drive-in last 6 mo: Panera Bread
M26077A	Fast food/drive-in last 6 mo: Papa John's
M26078A	Fast food/drive-in last 6 mo: Pizza Hut
M26079A	Fast food/drive-in last 6 mo: Popeyes
M26093A	Fast food/drive-in last 6 mo: Quiznos
M26081A	Fast food/drive-in last 6 mo: Sonic Drive-In
M26094A	Fast food/drive-in last 6 mo: Starbucks
M26082A	Fast food/drive-in last 6 mo: Steak n Shake
M26083A	Fast food/drive-in last 6 mo: Subway
M26084A	Fast food/drive-in last 6 mo: Taco Bell
M26085A	Fast food/drive-in last 6 mo: Wendy's
M26086A	Fast food/drive-in last 6 mo: Whataburger
M26087A	Fast food/drive-in last 6 mo: White Castle
M26088A	Fast food/drive-in last 6 mo: eat in
M26089A	Fast food/drive-in last 6 mo: home delivery
M26090A	Fast food/drive-in last 6 mo: take-out/drive-thru
M26091A	Fast food/drive-in last 6 mo: take-out/walk-in
MPI_27: Shopping	
M27008A	Ordered last 12 mo from: Avon
M27009A	Ordered last 12 mo from: BMG Music
M27012A	Ordered last 12 mo from: J.C. Penney
M27013A	Ordered last 12 mo from: L.L. Bean
M27014A	Ordered last 12 mo from: Lands' End
M27015A	Ordered last 12 mo from: QVC
M27016A	Bought item from in-home sales rep in last 6 mo
M27017A	Bought item from Avon in-home sales rep last 6 mo
M27018A	Appl/hardware/electr store/12 mo: Ace Hardware
M27019A	Appl/hardware/electr store/12 mo: Best Buy
M27020A	Appl/hardware/electr store/12 mo: Circuit City
M27021A	Appl/hardware/electr store/12 mo: Home Depot
M27022A	Appl/hardware/electr store/12 mo: Lowe's
M27023A	Appl/hardware/electr store/12 mo: Radio Shack
M27024A	Appl/hardware/electr store/12 mo: Sears Hardware
M27025A	Appl/hardware/electr store/12 mo: True Value
M27074A	Dept/clothing/variety store/3 mo: American Eagle
M27027A	Dept/clothing/variety store/3 mo: Banana Republic
M27064A	Dept/clothing/variety store/3 mo: Bed Bath & Beyond
M27075A	Dept/clothing/variety store/3 mo: Burlington Coat
M27076A	Dept/clothing/variety store/3 mo: Crate & Barrel
M27029A	Dept/clothing/variety store/3 mo: Dillard's
M27030A	Dept/clothing/variety store/3 mo: The Disney Store

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M27031A	Dept/clothing/variety store/3 mo: Eddie Bauer
M27032A	Dept/clothing/variety store/3 mo: Express
M27033A	Dept/clothing/variety store/3 mo: The Gap
M27034A	Dept/clothing/variety store/3 mo: J.C. Penney
M27035A	Dept/clothing/variety store/3 mo: Kmart
M27065A	Dept/clothing/variety store/3 mo: Kohl's
M27036A	Dept/clothing/variety store/3 mo: Lane Bryant
M27077A	Dept/clothing/variety store/3 mo: Linens 'n Things
M27040A	Dept/clothing/variety store/3 mo: Macy's
M27041A	Dept/clothing/variety store/3 mo: Marshalls
M27042A	Dept/clothing/variety store/3 mo: Nordstrom
M27043A	Dept/clothing/variety store/3 mo: Old Navy
M27053A	Dept/clothing/variety store/3 mo: Pier One Imports
M27044A	Dept/clothing/variety store/3 mo: Sears
M27045A	Dept/clothing/variety store/3 mo: Target
M27046A	Dept/clothing/variety store/3 mo: T.J. Maxx
M27078A	Dept/clothing/variety store/3 mo: Toys "R" Us
M27047A	Dept/clothing/variety store/3 mo: Wal-Mart
M27048A	Drug store shopped at last 6 mo: CVS Pharmacy
M27050A	Drug store shopped at last 6 mo: Rite Aid
M27051A	Drug store shopped at last 6 mo: Wal-Mart Pharmacy
M27052A	Drug store shopped at last 6 mo: Walgreens
M27054A	Office/computer supply store/12 mo: CompUSA
M27055A	Office/computer supply store/12 mo: FedEx Kinko's
M27056A	Office/computer supply store/12 mo: Office Depot
M27057A	Office/computer supply store/12 mo: OfficeMax
M27058A	Office/computer supply store/12 mo: Staples
M27059A	Warehouse/club store/6 mo: BJ's Wholesale Club
M27060A	Warehouse/club store/6 mo: Costco
M27061A	Warehouse/club store/6 mo: Sam's Club
M27062A	Used cents off coupons in last 12 months
M27063A	Used cents off coupons 8+ times in last 3 months
MPI_28: Smoking	
M28001A	Smoked cigarettes in last 12 months
M28002A	Smoked <6 packs of cigarettes in last 7 days
M28003A	Smoked 6-8 packs of cigarettes in last 7 days
M28004A	Smoked 9+ packs of cigarettes in last 7 days
M28005A	Smoke cigarettes: menthol
M28006A	Smoke cigarettes: non-menthol
M28009A	Smoke cigarettes: menthol filter
M28010A	Smoke cigarettes: non-menthol filter
M28011A	Used cigarette rolling paper in last 6 months
M28012A	Smoked cigar in last 6 months
M28014A	Smoked 2+ cigars in last 7 days
MPI_29: Sports	
M29001A	Participated in aerobics
M29004A	Participated in backpacking/hiking
M29005A	Participated in baseball
M29006A	Participated in basketball
M29007A	Participated in bicycling (mountain)
M29008A	Participated in bicycling (road)
M29009A	Participated in boating (power)
M29010A	Participated in bowling
M29011A	Participated in canoeing/kayaking
M29012A	Participated in downhill skiing
M29013A	Participated in fishing (fresh water)
M29014A	Participated in fishing (salt water)
M29015A	Participated in football
M29016A	Participated in Frisbee
M29017A	Participated in golf
M29018A	Play golf < once a month
M29019A	Play golf 1+ times a month
M29021A	Participated in horseback riding
M29022A	Participated in hunting with rifle
M29023A	Participated in hunting with shotgun
M29024A	Participated in ice skating
M29025A	Participated in jogging/running
M29026A	Participated in motorcycling
M29027A	Participated in roller blading/in-line skating
M29030A	Participated in soccer
M29031A	Participated in softball
M29032A	Participated in swimming
M29033A	Participated in target shooting
M29034A	Participated in tennis
M29035A	Participated in volleyball
M29036A	Participated in walking for exercise
M29037A	Participated in water skiing
M29038A	Participated in weight lifting
M29039A	Participated in yoga

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M29040A	Spent on high end sports/rec equip/12 mo: <\$250
M29042A	Spent on high end sports/rec equip/12 mo: \$250+
M29043A	Attend sports event: auto racing (NASCAR)
M29044A	Attend sports event: auto racing (not NASCAR)
M29045A	Attend sports event: baseball game
M29046A	Attend sports event: basketball game (college)
M29047A	Attend sports event: basketball game (pro)
M29048A	Attend sports event: football game (college)
M29049A	Attend sports event: football-Mon night game (pro)
M29050A	Attend sports event: football-weekend game (pro)
M29051A	Attend sports event: golf tournament
M29052A	Attend sports event: ice hockey game
M29053A	Attend sports event: soccer game
M29058A	Attend sports event: tennis match
MPI_30: Telephones & Service	
M30001H	HH owns cellular phone
M30002H	HH owns 1 cellular phone
M30003H	HH owns 2 cellular phones
M30004H	HH owns 3+ cellular phones
M30005H	Purchased cellular/digital phone in last 12 months
M30011H	HH owns in-home cordless telephone
M30012H	Purchased in-home cordless phone in last 12 months
M30016H	HH owns answering machine
M30017H	HH purchased answering machine in last 12 months
M30018H	HH owns telephone pager/beeper
M30019H	Purchased last phone at AT&T Phone Center
M30020H	Purchased last phone at department store
M30021H	Purchased last phone at discount store
M30022H	HH phone service used: call forwarding
M30023H	HH phone service used: call return
M30024H	HH phone service used: call waiting
M30025H	HH phone service used: caller identification
M30026H	HH phone service used: repeat dialing
M30027H	HH phone service used: second phone line
M30028H	HH phone service used: three-way calling
M30029H	HH phone service used: voice messaging/voice mail
M30030H	HH's avg monthly long distance phone bill: <\$16
M30031H	HH's avg monthly long distance phone bill: \$16-25
M30032H	HH's avg monthly long distance phone bill: \$26-59
M30033H	HH's avg monthly long distance phone bill: \$60+
M30035H	HH made phone call to foreign country last 30 days
M30036H	HH has long distance service through AT&T
M30037H	HH has long distance service through MCI
M30038H	HH has long distance service through Sprint
M30039H	HH acquired telephone calling card in last 12 mo
M30040H	HH acquired AT&T telephone calling card last 12 mo
M30043H	HH has long distance service through Verizon
M30044H	HH's brand of cell/digital phone: Motorola
M30045H	HH's brand of cell/digital phone: Nokia
M30047H	HH's cell/digital phone features: camera
M30048H	HH's cell/digital phone features: text messaging
M30049H	HH's cell/digital phone features: web enabled
M30050H	HH's avg monthly cell/digital phone bill: <\$25
M30051H	HH's avg monthly cell/digital phone bill: \$25-\$49
M30052H	HH's avg monthly cell/digital phone bill: \$50-\$74
M30053H	HH's avg monthly cell/digital phone bill: \$75-\$99
M30054H	HH's avg monthly cell/digital phone bill: \$100+
MPI_31: Tools	
M31001H	HH purchased any tool in last 12 months
M31022H	HH owns automotive tools
M31002H	HH owns chain saw (electric)
M31003H	HH owns chain saw (gas)
M31004H	HH owns circular saw (portable)
M31005H	HH owns electric car polisher
M31006H	HH owns electric drill (corded)
M31007H	HH owns electric drill (cordless)
M31008H	HH owns electric router
M31009H	HH owns electric sander
M31010H	HH owns electric screwdriver (cordless)
M31011H	HH owns glue gun
M31012H	HH owns jig/sabre saw (portable)
M31013H	HH owns power ratchet (cordless)
M31014H	HH owns staple gun
M31015H	HH owns stationary band saw
M31016H	HH owns stationary drill press
M31017H	HH owns stationary radial arm saw
M31018H	HH owns stationary table saw
M31020H	HH owns welder
M31021H	HH owns wet-dry shop vacuum

Table & Field Name	Field Description
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(*a* signifies adult base; *h* signifies household base)

MPI_32: Toys & Games

M32001A	Bought any children`s toy/game in last 12 months
M32002A	Spent on toys/games in last 12 months: <\$50
M32003A	Spent on toys/games in last 12 months: \$50-99
M32004A	Spent on toys/games in last 12 months: \$100-199
M32005A	Spent on toys/games in last 12 months: \$200-499
M32006A	Spent on toys/games in last 12 months: \$500+
M32007A	Bought infant toy in last 12 months
M32008A	Bought pre-school toy in last 12 months
M32009A	Spent on toys/games (for child <6)/12 mo: <\$100
M32010A	Spent on toys/games (for child <6)/12 mo: \$100-199
M32011A	Spent on toys/games (for child <6)/12 mo: \$200+
M32012A	Bought for child in last 12 mo: boy action figure
M32013A	Bought for child in last 12 mo: girl action figure
M32014A	Bought for child in last 12 mo: bicycle
M32015A	Bought for child in last 12 mo: board game
M32016A	Bought for child in last 12 mo: builder set
M32017A	Bought for child in last 12 mo: car
M32018A	Bought for child in last 12 mo: construction toy
M32019A	Bought for child in last 12 mo: large/baby doll
M32020A	Bought for child in last 12 mo: fashion doll
M32030A	Bought for child in last 12 mo: plush doll/animal
M32028A	Bought for child in last 12 mo: doll accessories
M32029A	Bought for child in last 12 mo: doll clothing
M32021A	Bought for child in last 12 mo: educational toy
M32022A	Bought for child in last 12 mo: electronic game
M32023A	Bought for child in last 12 mo: mechanical toy
M32024A	Bought for child in last 12 mo: model kit
M32025A	Bought for child in last 12 mo: sound game
M32031A	Bought for child in last 12 mo: water toy
M32027A	Bought for child in last 12 mo: word game

MPI_33: Travel

M33001A	Domestic travel in last 12 months
M33002A	Spent on domestic vacations last 12 mo: <\$1000
M33003A	Spent on domestic vacations last 12 mo: \$1000-1499
M33004A	Spent on domestic vacations last 12 mo: \$1500-1999
M33005A	Spent on domestic vacations last 12 mo: \$2000-2999
M33006A	Spent on domestic vacations last 12 mo: \$3000+
M33007A	Domestic travel for business in last 12 months
M33008A	Domestic travel - personal (not vacation)/12 mo
M33009A	Domestic travel - vacation/honeymoon in last 12 mo
M33010A	Took 3+ domestic trips by plane in last 12 months
M33012A	Took 3+ domestic non-business trips by plane/12 mo
M33013A	Airline used for domestic trip/12 mo: American
M33015A	Airline used for domestic trip/12 mo: Delta
M33016A	Airline used for domestic trip/12 mo: Northwest
M33017A	Airline used for domestic trip/12 mo: Southwest
M33018A	Airline used for domestic trip/12 mo: United
M33019A	Airline used for domestic trip/12 mo: US Airways
M33020A	Rented car on domestic trip in last 12 months
M33021A	Visited on domestic trip last 12 mo: Northeast
M33022A	Visited on domestic trip last 12 mo: South
M33023A	Visited on domestic trip last 12 mo: North Central
M33024A	Visited on domestic trip last 12 mo: West
M33025A	Went backpacking/hiking on domestic vacation/12 mo
M33026A	Went to beach on domestic vacation in last 12 mo
M33028A	Visited National Park on domestic vacation/12 mo
M33075A	Visited relative/friend on domestic vacation/12 mo
M33074A	Did general sightseeing on domestic vacation/12 mo
M33029A	Foreign travel in last 3 years
M33030A	Spent on foreign vacations last 12 mo: <\$1000
M33031A	Spent on foreign vacations last 12 mo: \$1000-2999
M33032A	Spent on foreign vacations last 12 mo: \$3000+
M33033A	Foreign travel - personal (not vacation)/3 yrs
M33035A	Took foreign trip w/all-inclusive travel pkg/3 yrs
M33036A	Took foreign trip by cruise ship in last 3 yrs
M33037A	Took 3+ foreign trips by plane in last 3 yrs
M33038A	Took 3+ foreign non-business trips by plane/3 yrs
M33039A	Airline used for foreign trip/3 yrs: American
M33042A	Airline used for foreign trip/3 yrs: Delta
M33044A	Airline used for foreign trip/3 yrs: United
M33045A	Visited on foreign trip last 3 yrs: Canada
M33046A	Visited on foreign trip last 3 yrs: France
M33048A	Visited on foreign trip last 3 yrs: Hawaii
M33050A	Visited on foreign trip last 3 yrs: Mexico
M33052A	Bought travelers checks in last 12 months
M33053A	Took cruise of more than one day in last 3 years
M33054A	Member of any frequent flyer program
M33058A	Stayed 1+ nights at hotel/motel in last 12 months

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M33059A	Hotel/motel stayed in/12 mo: Best Western
M33060A	Hotel/motel stayed in/12 mo: Comfort Inn
M33062A	Hotel/motel stayed in/12 mo: Days Inn
M33066A	Hotel/motel stayed in/12 mo: Hampton Inn
M33067A	Hotel/motel stayed in/12 mo: Hilton
M33068A	Hotel/motel stayed in/12 mo: Holiday Inn
M33069A	Hotel/motel stayed in/12 mo: Holiday Inn Express
M33070A	Hotel/motel stayed in/12 mo: Marriott
M33073A	Hotel/motel stayed in/12 mo: Super 8
MPI_34: Video Tapes & DVDs	
M34010A	DVDs rented in last 30 days: 1
M34011A	DVDs rented in last 30 days: 2
M34012A	DVDs rented in last 30 days: 3
M34013A	DVDs rented in last 30 days: 4
M34014A	DVDs rented in last 30 days: 5+
M34015A	Rented video tape/DVD last month: action/adventure
M34016A	Rented video tape/DVD last month: classic
M34017A	Rented video tape/DVD last month: comedy
M34018A	Rented video tape/DVD last month: drama
M34019A	Rented video tape/DVD last month: family/children
M34020A	Rented video tape/DVD last month: foreign
M34021A	Rented video tape/DVD last month: horror
M34044A	Rented video tape/DVD last month: romance
M34023A	Rented video tape/DVD last month: science fiction
M34030A	Bought video tape/DVD last month: action/adventure
M34032A	Bought video tape/DVD last month: comedy
M34033A	Bought video tape/DVD last month: drama
M34034A	Bought video tape/DVD last month: family/children
M34035A	Bought video tape/DVD last month: horror
M34045A	Bought video tape/DVD last month: romance
M34036A	Bought video tape/DVD last month: science fiction
M34038A	Bought blank video tape in last 6 months
M34039A	Bought 7+ blank video tapes in last 6 months
M34040A	DVDs purchased in last 30 days: 1
M34041A	DVDs purchased in last 30 days: 2
M34042A	DVDs purchased in last 30 days: 3-4
M34043A	DVDs purchased in last 30 days: 5+
MPI_35: Miscellaneous	
M35001A	Spent \$100+ at barber shops in last 6 months
M35002A	Spent \$100+ at beauty parlors in last 6 months
M35003A	Spent \$100+ on dry cleaning in last 6 months
M35005A	Spent \$100+ at laundries/laundromats in last 6 mo
M35006A	Spent \$100+ on luggage in last 12 months

Table & Field Name	Field Description
("a" signifies adult base; "h" signifies household base)	
MPI: Removed	
The following data variables were available in the previous version of Market Potential data and are not available with this version .	
M01042	Bought women's raincoat in last 12 months
M01046	Bought maternity clothes in last 12 months
M01052	Bought golf apparel in last 12 months
M01053	Bought hiking/backpacking apparel last 12 months
M01065	Bought stretchies in last 6 months for baby <1 yr
M01106	Bought engagement ring in last 12 months
M02046	HH owns kerosene heater
M02071	HH has central heating (oil)
M04038	Most recent vehicle purchase/lease: Jeep
M04039	Most recent vehicle purchase/lease: Mazda
M04040	Most recent vehicle purchase/lease: Mercury
M04042	Most recent vehicle purchase/lease: Oldsmobile
M04061	Rented car (personal use) last 12 mo: from Avis
M04074	HH owns/leases 3 door hatchback/runabout
M05055	Had clutch replacement in last 12 months
M06002	Used baby food last 6 mo: First Foods/Baby's First
M06003	Used baby food last 6 mo: Second Foods/Stage 1 & 2
M06004	Used baby food last 6 mo: Third Foods/Stage 3
M06013	Used Luvs in last 6 months
M06033	HH owns baby cradle gym
M08015	Bought adventure/role playing book in last 12 mo
M08028	Bought book at convenience store in last 12 months
M09002	Spent on cameras in last 12 months: <\$100
M09003	Spent on cameras in last 12 months: \$100-199
M09017	Bought Fuji camera in last 12 months
M09023	Own Pentax camera
M09025	Own Vivitar camera
M09026	Bought disposable camera in last 12 months
M09027	Bought APS disposable camera in last 12 months
M09028	Bought 35mm disposable camera in last 12 months
M09035	Bought film in last 12 mo: cartridge (color)
M09037	Bought film in last 12 mo: 35mm (black & white)
M09039	Bought film in last 12 mo: 35mm (color slides)
M09043	Bought store-brand film in last 12 months
M09044	Purchased film in last 12 mo: camera store
M09049	Purchased film in last 12 mo: 1 hour service store
M09050	Purchased film in last 12 mo: warehouse/club store
M09059	Own cartridge camera
M10002	Participated in 1-3 public activities last 12 mo
M10003	Participated in 4+ public activities last 12 mo
M10004	Participated in local civic issue in last 12 mo
M10005	Addressed a public meeting in last 12 months
M10010	Visited an elected official in last 12 months
M10012	Worked as a volunteer (non-political) last 12 mo
M10014	Wrote to editor of magazine/newspaper last 12 mo
M10015	Wrote to elected official in last 12 months
M10016	Wrote/phoned radio/TV station in last 12 months
M10018	Member of civic club
M12012	Spent \$3000+ on home PC
M12019	Purchased home PC at warehouse discount outlet
M12060	Spent \$500+ on software for home PC in last 12 mo
M12064	Purchased cassette recorder/player in last 12 mo
M12068	Purchased camcorder in last 12 months
M12104	Bought video game system/12 mo: PlayStation 2
M12106	Bought video game system/12 mo: Xbox
M12111	Bought PDA in last 12 months
M13004	Bank/financial institution: use fed savings bank
M13021	Have mortgage refinance/consolidation loan
M13027	Own certificate of deposit (6 months or less)
M13031	Own insured money market account (bank)
M13038	Own stock with market value <\$10000
M13040	Own stock with market value \$50000+
M13042	Used stock rating service in last 12 months
M13064	Used discount brokerage firm in last 12 months
M14005	Purchased ready-made horizontal blinds last 12 mo
M14016	Purchased wall-to-wall carpet in last 12 months
M14017	Purchased wall unit/wall system in last 12 months
M15026	HH owns lawn or garden tractor
M16005	Shopped at grocery store/6 mo: Acme
M16008	Shopped at grocery store/6 mo: Cub Foods
M16014	Shopped at grocery store/6 mo: Giant Eagle
M16015	Shopped at grocery store/6 mo: Harris Teeter
M16016	Shopped at grocery store/6 mo: H.E. Butt/HEB
M16019	Shopped at grocery store/6 mo: Pathmark
M16048	Used cinnamon bread in last 6 months
M16070	Bought candy (indiv big block/thick bar) last 6 mo
M16110	Ground coffee used/6 mo: gourmet/coffee bar brand
M16112	Ground coffee used/6 mo: Maxwell House (decaf)
M16114	Ground coffee/6 mo: Maxwell Hse French Roast (reg)

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M16122	Used whole coffee beans last 6 mo: Eight O'Clock
M16160	Used evaporated/condensed milk in last 6 months
M16240	Used plastic garbage bags/trash liners last 6 mo
M16267	Purchased snack mix in last 6 months
M17004	Own stair stepper
M17015	Used diet control book for diet method
M17034	Vitamin/dietary suppl used/6 mo: A
M17037	Vitamin/dietary suppl used/6 mo: B complex+C
M17044	Vitamin/dietary suppl used/6 mo: echinacea
M17045	Vitamin/dietary suppl used/6 mo: garlic
M17087	Used prescription drug for arthritis/rheumatism
M17092	Used prescription drug for eczema/skin itch/rash
M17097	Used prescription drug for muscle ache/pain
M17120	Used last 6 mo: medicated throat remedy
M18011	HH member remodeled bedroom in last 12 months
M18013	HH member remodeled kitchen in last 12 months
M18015	Home remodeling last 12 mo: concrete/masonry work
M18017	Home remodeling last 12 mo: exterior doors
M18020	Home remodeling last 12 mo: hardwood floor
M18021	Home remodeling last 12 mo: vinyl flooring
M18035	Bought down spouts/gutters in last 12 months
M18043	Bought wallpaper/covering in last 12 months
M19025	Have medical insurance: Kaiser Permanente
M19045	Acquired home/pers property insur: direct mail
M20010	Use Internet more than once a day
M20012	Looked at/used any online service in last 30 days
M20013	Looked at/used America Online (AOL) last 30 days
M20014	Looked at/used Microsoft Network in last 30 days
M20026	Internet last 30 days: tracked investments
M20027	Internet last 30 days: traded stocks/bonds/funds
M20040	Ordered on Internet/12 mo: video
M20051	Purchased item from bestbuy.com in last 12 months
M20052	Purchased item from walmart.com in last 12 months
M21025	Attended music performance in last 12 months
M21030	Visited Disneyland (CA) in last 12 months
M21031	Visited Disney World (FL)/12 mo: Animal Kingdom
M21032	Visited Disney World (FL)/12 mo: Epcot Center
M21034	Visited Disney World (FL)/12 mo: MGM Studios
M21037	Visited Universal Studios (FL) in last 12 months
M21039	Played backgammon in last 12 months
M21062	Surfed the Internet in last 12 months
M21065	Member of business club
M21070	Member of school or college board
M22002	Ordered CD/tape by mail/phone in last 12 months
M22024	Yellow Pages/12 mo: beauty salons
M22033	Yellow Pages/12 mo: employment agencies
M22034	Yellow Pages/12 mo: exterminators/pest control
M22036	Yellow Pages/12 mo: furnaces/heating
M22044	Yellow Pages/12 mo: music stores/supplies
M22045	Yellow Pages/12 mo: paint/wallpaper
M22057	Yellow Pages/12 mo: travel agents
M23008	Watched 1-9 hours of cable TV last week
M23009	Watched 10-20 hours of cable TV last week
M23010	Watched 21+ hours of cable TV last week
M23043	Watched last week: Independent Film Channel
M23071	Watched any pay-per-view movie in last 12 months
M23072	Watched any pay-per-view sports event last 12 mo
M23087	Watch TV aired once/wk: Bob Vila's Home Again
M23089	Watch TV aired once/wk: Candid Camera
M23093	Watch TV aired once/wk: CBS Saturday Early Show
M23096	Watch TV aired once/wk: Charmed
M23109	Watch TV aired once/wk: Gilmore Girls
M23114	Watch TV aired once/wk: King of Queens
M23118	Watch TV aired once/wk: Mad TV
M23119	Watch TV aired once/wk: Malcolm in the Middle
M23120	Watch TV aired once/wk: Miracle Pets
M23122	Watch TV aired once/wk: Nature
M23136	Watch TV aired once/wk: 7th Heaven
M23140	Watch TV aired once/wk: Stargate-SG1
M23141	Watch TV aired once/wk: That 70's Show
M23145	Watch TV aired once/wk: The West Wing
M23146	Watch TV aired once/wk: Will & Grace
M23151	Watch Syndicated TV (M-F): Diagnosis Murder
M23153	Watch Syndicated TV (M-F): Drew Carey
M23215	Read boating magazines
M23221	Read gardening magazines
M23290	Radio listening: golf
M23303	Radio format listen to: gospel
M23305	Watched last week: Outdoor Life Network
M23311	Watch TV aired once/wk: Alias
M23312	Watch TV aired once/wk: The Bernie Mac Show

Table & Field Name	Field Description
<i>("a" signifies adult base; "h" signifies household base)</i>	
M23313	Watch TV aired once/wk: Crossing Jordan
M23316	Watch TV aired once/wk: Reba
M23324	Watch TV aired once/wk: Everwood
M23325	Watch TV aired once/wk: George Lopez
M24002	Used body powder <3 times in last 7 days
M24003	Used body powder 8+ times in last 7 days
M24006	Used complexion care product in last 6 months
M24024	Used hair growth product in last 6 months
M24029	Used hand & body cream/lotion/oil <5 times last wk
M24030	Used hand & body cream/lotion/oil 9+ times last wk
M24042	Used personal care soap (bar) in last 6 months
M24043	Used personal care soap (bar) <30 times last month
M24044	Used personal care soap (bar) 60+ times last month
M25002	HH owns any bird
M25015	HH used packaged moist cat food in last 6 months
M25022	HH used packaged moist dog food in last 6 months
M26012	Fam rest/steak hse last 6 mo: Bakers Square
M26031	Fam rest/steak hse last 6 mo: Ponderosa
M26036	Fam rest/steak hse last 6 mo: Shoney's
M26039	Fam rest/steak hse last 6 mo: Tony Roma's
M26050	Decided to go to fast food/drive-in: self
M26051	Decided to go to fast food/drive-in: other adult
M26052	Decided to go to fast food/drive-in: child
M26055	Fast food/drive-in last 6 mo: Blimpie Subs & Salads
M26073	Fast food/drive-in last 6 mo: Krystal's Hamburgers
M27001	Ordered any item by mail/phone/Internet last 12 mo
M27002	Spent on mail/phone/Internet orders/12 mo: <\$50
M27003	Spent on mail/phone/Internet orders/12 mo: \$50-99
M27004	Spent on mail/phone/Internet orders/12 mo: \$100-199
M27005	Spent on mail/phone/Internet orders/12 mo: \$200-499
M27006	Spent on mail/phone/Internet orders/12 mo: \$500-799
M27007	Spent on mail/phone/Internet orders/12 mo: \$800+
M27010	Ordered last 12 mo from: Columbia House Music Club
M27028	Dept/clothing/variety store/3 mo: Belk
M27038	Dept/clothing/variety store/3 mo: The Limited
M27049	Drug store shopped at last 6 mo: Longs Drug Store
M28007	Smoke cigarettes: filter
M29003	Participated in auto racing
M29028	Participated in roller skating
M29029	Participated in snorkeling/skin diving
M29041	Spent on high end sports/rec equip/12 mo: \$100-249
M29054	Participated in kick boxing
M29055	Participated in martial arts
M29056	Participated in racquetball
M29057	Participated in snowboarding
M30013	Purchased in-home cordless phone/12 mo: AT&T
M30014	Purchased in-home cordless phone/12 mo: GE
M30015	Purchased in-home cordless phone/12 mo: Panasonic
M30034	HH's avg monthly long distance phone bill: \$100+
M30041	HH acquired MCI/WorldCom phone calling card/12 mo
M30042	HH has long distance service through Cingular
M30046	HH's brand of cell/digital phone: Verizon
M33014	Airline used for domestic trip/12 mo: Continental
M33027	Played golf on domestic vacation in last 12 months
M33034	Foreign travel - vacation/honeymoon in last 3 yrs
M33040	Airline used for foreign trip/3 yrs: British Air
M33041	Airline used for foreign trip/3 yrs: Continental
M33047	Visited on foreign trip last 3 yrs: Germany
M33049	Visited on foreign trip last 3 yrs: Italy
M33051	Visited on foreign trip last 3 yrs: United Kingdom
M33061	Hotel/motel stayed in/12 mo: Courtyard
M33064	Hotel/motel stayed in/12 mo: Embassy Suites
M33065	Hotel/motel stayed in/12 mo: Fairfield Inn
M33071	Hotel/motel stayed in/12 mo: Motel 6
M33072	Hotel/motel stayed in/12 mo: Ramada Inn
M34001	Pre-recorded video tapes rented/30 days: 1
M34002	Pre-recorded video tapes rented/30 days: 2
M34003	Pre-recorded video tapes rented/30 days: 3
M34004	Pre-recorded video tapes rented/30 days: 4
M34005	Pre-recorded video tapes rented/30 days: 5+
M34024	Rented video tape/DVD last mo at Blockbuster Video
M34025	Rented video tape/DVD last mo at Hollywood Video
M34026	Pre-recorded video tapes purchased/30 days: 1
M34027	Pre-recorded video tapes purchased/30 days: 2
M34028	Pre-recorded video tapes purchased/30 days: 3-4
M34029	Pre-recorded video tapes purchased/30 days: 5+
M34031	Bought video tape/DVD last month: classic
M34037	Bought video tape/DVD last mo at Blockbuster Video
M35004	Spent \$100+ at flower shops in last 6 months