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## **Introduction to EASI - 2010**

Easy Analytic Software, Inc. (EASI) is a New York-based independent developer and marketer of demographic data and software solutions that provide demographic reports with unique search and analysis tools.

EASI has been in business since 1995 with over 1,500 clients who use our databases, software, and on-line services.

Easy Analytic Software, Inc. (EASI) has developed a simplified clustering system. A primary goal of the EASI development effort has been the creation of a cluster system based on a Life Stage model. Life Stage Clusters are a neighborhood classification system based on the crucial factors (84 Possible Life Stages based upon: Age of Head of Households; Marital Status; and Household Income that determine life's key decisions). It is a community-oriented scheme that identifies and quantifies the factors that are involved in moving to a specific location. To accomplish this goal EASI's statisticians have spent hundreds of hours analyzing the vast EASI demographic database, and organizing the results into a simplified system designed for non-statisticians.

The EASI Master Database, used as the basis for developing the EASI Life Stage Clusters, has over 1,900 variables including demographic data and forecasts for 4/1/2000; a current year update; and a five-year forecast. The standard version of this Master Database is available for Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and the US. The EASI Life Stages Model is based upon the Block Group database.

## **Benefits of using EASI Life Stages *Combined* with MRI Propensity Reports**

Demographics tell one story about where we live while Life Stages tell another version of demographics by isolating the key factors that *really* are crucial to identifying where a household will live.

Consumer Expenditure estimates (EASI updates of a Census Bureau Study) tell quantity estimates in dollars and cents of a variety of familiar types of commodities. However, Mediamark Research (MRI) produces estimates of usage and consumption (propensity) for thousands of much more specific and detailed products, including actual brand data, details of frequency of usage, and more.

EASI has joined their impressive Life Stage Data with the highly detailed MRI propensity information. These combined data give users market research on who buys or uses products. This collective information gives advertisers a way to identify the best target groups (Life Stages) for their products. Marketers (manufacturers) can now identify where their best prospects live to maximize effectiveness. Sales managers can pinpoint precisely sales potentials based on estimated propensity of their products and them as a measuring guide to analyze a sales person's actual results.

With these joint data users have a unique analysis tool that will impact their knowledge base about *their* products and create better results by incorporating this information into their business plans.

## **EASI/MRI Propensity Reports**

EASI also offers a Life Stage cluster analysis based on the results of the annual Mediamark Research (MRI©) Study - The Survey of the American Consumer. Mediamark conducts more than 26,000 personal interviews annually with consumers throughout the continental United States to produce data for use in providing strategic insights, consumer targeting and other marketing and advertising functions. Custom studies are also available using the Internet, telephone, and mail samples.

Mediamark Research offers comprehensive demographic, lifestyle, product usage, and exposure to all forms of advertising media collected from a single sample. As the leading U.S. supplier of multimedia audience research, MRI provides information to magazines, television, radio, Internet and other media, leading national advertisers and over 450 advertising agencies - including 90 of the top 100 in the United States.

Mediamark's national syndicated data are widely used by these companies as the basis for the majority of the media and marketing plans that are written for advertised brands in the United States.

EASI has analyzed these results and prepared a series of Life Stage Reports based upon those results.

Note: The propensity estimates contained in the EASI/MRI reports are based on a national sample of 26,000 consumers. The sample results are then used to develop a model to estimate the number of households in the selected geographic area that should use the product or service in that area based on the consumer characteristics in the sample. In those cases in which a specific company is shown or a specific product or service is cited the results may or may not accurately reflect the distribution of that product or service in the selected geographic areas. This is particularly true when the product or service (of a specific company) is not offered in that geographic area. For instance, High-Flying Snowboards, Inc. sells their snowboards ONLY in states or areas where there is snowfall - the 24 most northern states. As a result, the data showing these household consumers should be using this product or service in states or geographic areas without snow fall (such as Florida) is misleading. In addition, the number of units sold by High-Flying Snowboards, Inc. is based on a national sample and distributed through all 50 states and the District of Columbia and would therefore under estimate the expected number of units sold in the states in which High-Flying Snowboards sells its products and overstates the expected units in the states that do not sell its products.

## Clustering based on Life Stages

EASI's clusters are developed based upon a Life Stage model. Life Stages are based on the concept that your age, your income, and your family status are key determinates in the type of neighborhood you live in.

Think of it this way,

### **“Life is just a stage I’m going through.”**

As we all know, nothing lasts forever. That is the assumption in the creation of Life Stages. They represent a phase in a person’s life based upon a set of circumstances, a phase that will eventually change. Things change; a person will get a job, get married, have kids, change jobs, kids leave, retire, and changes continue. Each stage is transitory, it does not last forever. Life Stages evolve throughout a person’s lifetime.

### **Benefits**

EASI Life stages are ideal for analyzing direct mail results, sales analysis, marketing analysis, political analysis, and much more.

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### **How are stages determined?**

→ **How old is your household? Your household head may be; 20, 30, 40, 50, 60, 70, or 80+ years of age.**

→ **What is your marital status? You may be; married with children, or a single parent, or married with no children (under 18 living at home), or non-family.**

→ **What is your household income? It may be lower than average, moderate, or higher than average.**

These factors all make a difference in how you spend your life and of course where you live. They *directly* relate to your choice of neighborhood selection.

***The Basics in EASI’s Life Stages ...*** Each of the EASI Life Stage Clusters will be identified by its unique combinations of significantly related demographic and consumer expenditures (CEX) variables.

Some of these clusters are small in number, (maybe only a few neighborhoods, or a very small percent of US households) but they still form a consistent group that is statistically different from all the others.

## ***The EASI Cluster Analysis Summaries***

EASI has produced a Cluster Analysis Summary for each of the 84 Life Stage Clusters. This summary consists of the following elements:

### **Icon Presentation:**

To help you understand Life Stages, each cluster will be represented by a group of icons that illustrate the basis of the cluster.

### **Cluster Impact Summary:**

This section will identify both the economic power of the cluster and the size of the cluster. Each of those characteristics will be ranked from 1 to 84 (the cluster with Economic Power Rank of 1 will be the strongest and the cluster with Rank 84 will be the weakest).

### **Demographic Summary:**

The Demographics Summary lists the 10 demographic traits most distinctive to the combination of all of the neighborhoods contained within a given cluster.

### **Expenditure Summary:**

The Expenditure Summary lists the consumer expenditures most distinctive to the combination of all neighborhoods contained within a given cluster.

**This Life Stage data base includes three years of estimates; 4/1/2000; current year; and a five year forecast. Life Stages also includes all the Consumer Expenditure estimates for the current year. This allows for analysis of what specific neighborhoods purchase.**

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## **Life Stage Market Research Analysis**

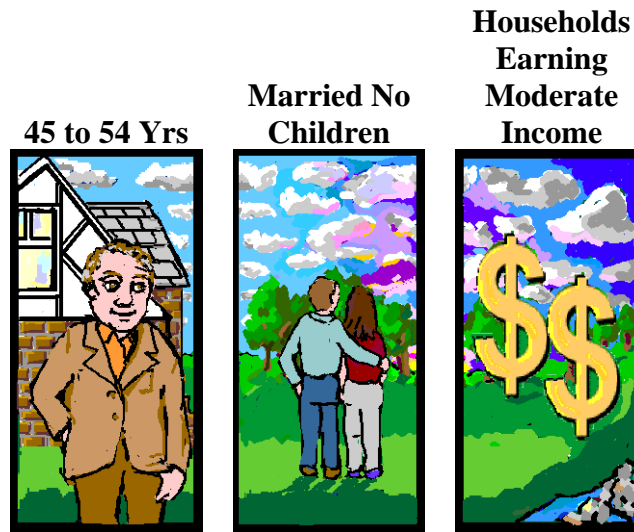
EASI can process your actual sales data and then analyze the results based on Life Stages. The results will identify which Life Stages have the highest propensity for your products.

The analysis can be used for advertising, direct mail and other analysis.

Call for details - 800 HOW EASI (469 3274)

## *An example using EASI Life Stages*

### **Cluster 43 Late Middle Age (45-54) Families No Children with Moderate Income**



#### **Cluster Summary:**

<b>Economic Power (Median Income) :</b> \$51,933	<b>Rank = 36</b>
<i>(How does this group compare economically to all the other clusters? It is the 36th richest, with a median income of \$51,933.)</i>	
<b>Total Households:</b>	<b>16,892,457 (14.690 %US) Rank = 1</b>
<i>(Of the nation's total households 16,892,457 are represented in the sum of all the neighborhoods in this cluster group. It is the largest with a rank of 1.)</i>	

*The list below shows the top autonomous variables including both, demographics and consumer expenditures, that were most associated with this Life Stage cluster.*

#### **Demographically Associated Variables (with the sum of this cluster):**

Households, Median Vehicles	<i>(i.e. lots of cars)</i>
Population, Males Married (Pop 15+)	<i>(i.e. mostly married men)</i>
Population, Females Married (Pop 15+)	<i>(i.e. mostly married women)</i>
Households with 3 Vehicles	
Housing, Owner Occupied	<i>(i.e. lots of homeowners)</i>

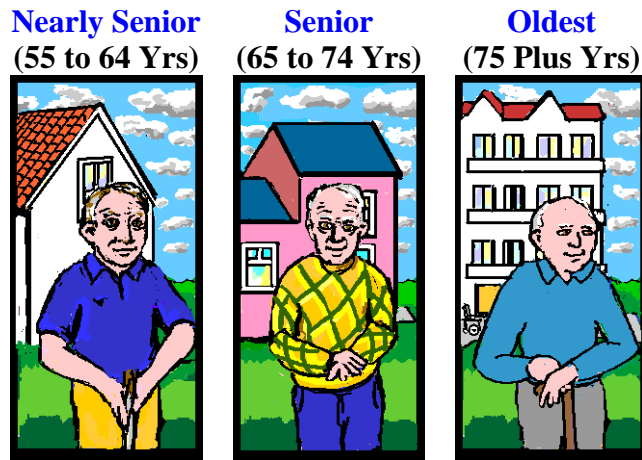
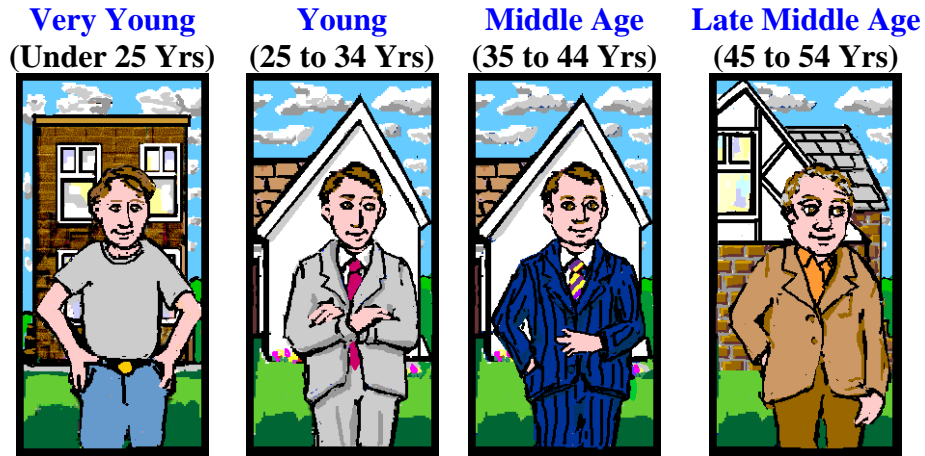
#### **Common Consumer Expenditures (with the sum of this cluster):**

- Market Value of US savings bonds (\$000)
- Motorized Recreational Vehicles (\$000)

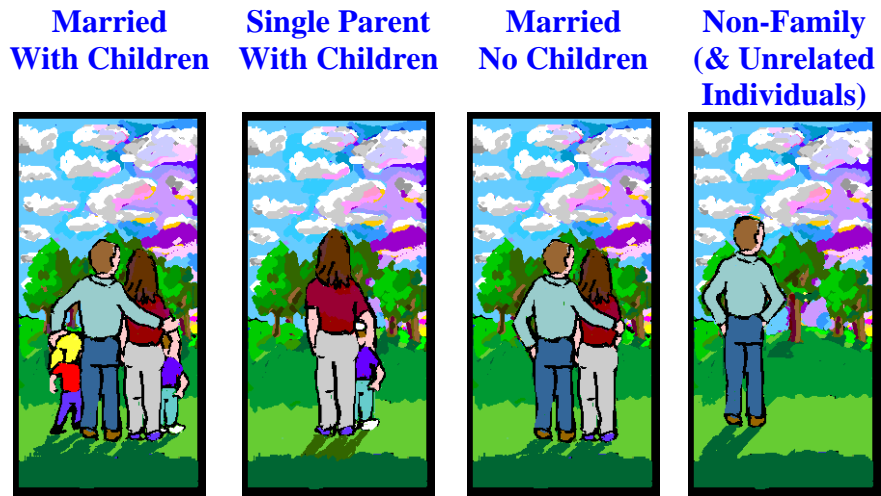
## *EASI® Life Stage Clusters - Icon Illustration*

Icons – the icons depicted below form 84 (7 ages; 4 marital statuses; 3 income groups →  $7 * 4 * 3 = 84$ ) possible clusters composed of combinations of the following:

Age of Head of Household (may be male or female):

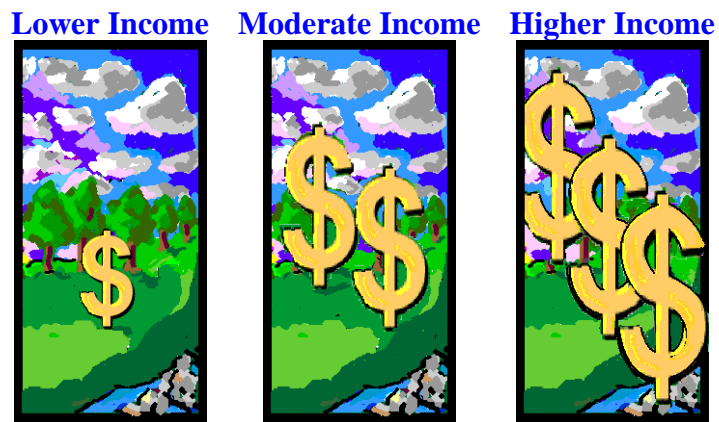


## Marital Status:



Note: No Children means no children under 18 presently living at home

## Income Level:



## Highlight

EASI has identified, through multivariate statistical analysis, key groups of variables and developed a Life Stage clustering system based upon those results.

Data below are as of 1/1/2006.

**EASI ® Life Stage Clusters (listed by age)**  
**(Note: Red indicates no neighborhoods currently in this Cluster)**

<b>#</b>	<b>Cluster Name</b>	<b>Additional Cluster Characteristics</b>
<b>Very Young (&lt; 25)</b>		
1	Very Young (<25) Families with Children with Lower Income	Recent movers, military, Hispanic
2	Very Young (<25) Single Parent Families with Children with Lower Income	Inexpensive rent, Black, females, no cars, unemployed, preprimary public school enrollment, multi-unit structures
3	Very Young (<25) Families No Children with Lower Income	Enrolled in public college, recent movers, group quarters population, state workers, work nearby, inexpensive rent
4	Very Young (<25) Non-Family With Lower Income	Enrolled in public college, females/males never married, recent movers, renters, multi-unit structures
5	Very Young (<25) Families with Children with Moderate Income	Enrolled in public college, males never married, Asian, fast growing geography, higher population density (urban areas), unemployed males/females
6	Very Young (<25) Single Parent Families with Children with Moderate Income	Males/females never married, Asian, foreign ancestry, males unemployed, fast growing geography
7	Very Young (<25) Families No Children with Moderate Income	Fast growing geography, group quarters (institutionalized) population, multi-unit structures, males widowed
8	Very Young (<25) Non-Family with Moderate Income	Males/females never married, enrolled in public college, Asian, large size non-families, recent movers, multi-unit structures, short commute
9	Very Young (<25) Families with Children with Higher Income	Males married, armed forces employment, foreign ancestry, recent movers
10	Very Young (<25) Single Parent Families with Children with Higher Income	Not Populated
11	Very Young (<25) Families No Children with Higher Income	Fast growing geography, White Non-Hispanic, born citizens, more cars, group quarters (institutionalized) population, children not enrolled in school
12	Very Young (<25) Non-Family with Higher Income	Enrolled in public college, group quarters (non-institutionalized) population, state/transportation/health workers, females never married, unemployed
<b>Young (25-34)</b>		
13	Young (25-34) Families with Children with Lower Income	Large families, Spanish speaking, foreign ancestry, not citizens
14	Young (25-34) Single Parent Families with Children with Lower Income	Children enrolled public school, Blacks, females never married, unemployed females, no cars, larger HHs
15	Young (25-34) Families No Children with Lower Income	Poorly educated, inexpensive homes, trailers, blue collar employment, large families, lower rent
16	Young (25-34) Non-Family With Lower Income	Renters, males/females never married, multi-unit structures, 1 car or no cars
17	Young (25-34) Families with Children with Moderate Income	Larger families, recent movers, fast growing areas, newer homes

## EASI ® Life Stage Clusters (listed by age)

(Note: Red indicates no neighborhoods currently in this Cluster)

#	Cluster Name	Additional Cluster Characteristics
18	Young (25-34) Single Parent Families with Children with Moderate Income	Larger families, Black, children Enrolled public school, females never married, higher population density (urban areas)
19	Young (25-34) Families No Children with Moderate Income	Employed for profit, fast growing areas, newer homes, car to work, sales workers
20	Young (25-34) Non-Family with Moderate Income	Recent movers, renters, average rent, civilian employment, multi-unit structures, employed for profit, 1 car
21	Young (25-34) Families with Children with Higher Income	Above average valued homes, more recently built homes, larger families, males married, fast growing areas
22	Young (25-34) Single Parent Families with Children with Higher Income	Foreign ancestry, not a citizen, no cars, not looking for work
23	Young (25-34) Families No Children with Higher Income	Above average valued homes, foreign ancestry, employed professionally (management, etc.), very well educated, enrolled in private college
24	Young (25-34) Non-Family with Higher Income	White collar employment (professional, management, information), above average rent, Very well educated
<b>Middle Age (35-44)</b>		
25	Middle Age (35-44) Families with Children with Lower Income	Large families, Hispanics (speaks Spanish)
26	Middle Age (35-44) Single Parent Families with Children with Lower Income	Enrolled in public school, females never married, Black, large families, no cars, unemployed females,
27	Middle Age (35-44) Families No Children with Lower Income	Very poorly educated, inexpensive homes, trailers, males not looking for work, born in American, rural, no mortgage
28	Middle Age (35-44) Non-Family With Lower Income	Inexpensive rent, no cars, very poorly educated, Black, males never married
29	Middle Age (35-44) Families with Children with Moderate Income	Larger families, more recently built homes, faster growing areas
30	Middle Age (35-44) Single Parent Families with Children with Moderate Income	Blacks, larger families, children Enrolled public school, females never married
31	Middle Age (35-44) Families No Children with Moderate Income	Above average # cars, above average valued of homes, males/females married, home mortgages, 3+ car households, rural (large square miles)
32	Middle Age (35-44) Non-Family with Moderate Income	Renters, 1 person households, 1 car household, renters, recent movers, multi-unit structures, females divorced
33	Middle Age (35-44) Families with Children with Higher Income	4 person HHs, employed in management (white collar), above average value of home, enrolled private preprimary
34	Middle Age (35-44) Single Parent Families with Children with Higher Income	Foreign ancestry, long commute, Black, employed public administration, large size families

**EASI® Life Stage Clusters (listed by age)**

**(Note: Red indicates no neighborhoods currently in this Cluster)**

<b>#</b>	<b>Cluster Name</b>	<b>Additional Cluster Characteristics</b>
35	Middle Age (35-44) Families No Children with Higher Income	Well above average valued home, very well educated, employed management and professional (white collar)
36	Middle Age (35-44) Non-Family with Higher Income	Employed white collar (professional, management, information), very well educated, well above average value of home, above average rent,
<b>Late Middle Age (45-54)</b>		
37	Late Middle Age (45-54) Families with Children with Lower Income	Very large families, very poorly educated, speaks Spanish (Hispanic)
38	Late Middle Age (45-54) Single Parent Families with Children with Lower Income	Black, females never married, no cars, children Enrolled public schools, very poorly educated, unemployed females, larger families, females unemployed
39	Late Middle Age (45-54) Families No Children with Lower Income	Less than average valued homes, trailers, very poorly educated, males not looking for work, rural population
40	Late Middle Age (45-54) Non-Family With Lower Income	No cars, below average rent, poorly educated, Black, vacant units
41	Late Middle Age (45-54) Families with Children with Moderate Income	Larger families, above average # cars, children Enrolled public school, more recently built homes, 5+ person HHs
42	Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	Black, females never married, larger families, children Enrolled public school
43	Late Middle Age (45-54) Families No Children with Moderate Income	Above average # cars, males/females/married, own home, average valued homes, rural (large square miles), home mortgages
44	Late Middle Age (45-54) Non-Family with Moderate Income	1 person HH, 1 car, average rent, females divorced, recent move, multi-unit structures
45	Late Middle Age (45-54) Families with Children with Higher Income	4 person HHs, above average home value, employed in management (white collar), very well educated, above average # cars,
46	Late Middle Age (45-54) Single Parent Families with Children with Higher Income	Foreign ancestry, naturalized citizen, larger households
47	Late Middle Age (45-54) Families No Children with Higher Income	Well above average value homes, very well educated, employed in management/professional (white collar)
48	Late Middle Age (45-54) Non-Family with Higher Income	Very well educated, well above average home value, employed white collar (management, professional)
<b>Nearly Senior (55-64)</b>		
49	Nearly Senior (55-64) Families with Children with Lower Income	Very poorly educated, very large families, children enrolled in public school
50	Nearly Senior (55-64) Single Parent Families with Children with Lower Income	Black, females never married, children Enrolled public school, no cars, large families
51	Nearly Senior (55-64) Families No Children with Lower Income	Below average home value, trailers, very poorly educated, males not looking for work, homes with no mortgage, rural (large square miles)

**EASI® Life Stage Clusters (listed by age)**

**(Note: Red indicates no neighborhoods currently in this Cluster)**

<b>#</b>	<b>Cluster Name</b>	<b>Additional Cluster Characteristics</b>
52	Nearly Senior (55-64) Non-Family With Lower Income	Very poorly educated, no cars, much lower than average rent, males/females not looking for work, 1 person HH, females widowed, Black
53	Nearly Senior (55-64) Families with Children with Moderate Income	Larger families, children Enrolled public school, Hispanic, above average # cars, Hispanic
54	Nearly Senior (55-64) Single Parent Families with Children with Moderate Income	Black, larger families, females never married, larger families, children not enrolled school, single unit structures
55	Nearly Senior (55-64) Families No Children with Moderate Income	Females/males married, own homes, no mortgage, 2 person HHs, some college
56	Nearly Senior (55-64) Non-Family with Moderate Income	1 person HH, 1 car, children not enrolled in school, females/males divorced
57	Nearly Senior (55-64) Families with Children with Higher Income	Well above average home value, better educated
58	Nearly Senior (55-64) Single Parent Families with Children with Higher Income	Foreign ancestry, production/manufacturing workers, enrolled in public school, naturalized citizen
59	Nearly Senior (55-64) Families No Children with Higher Income	Well above average valued home, very well educated, females/males married, management workers
60	Nearly Senior (55-64) Non-Family with Higher Income	Very well educated, considerably above average home value, above average rent
<b>Senior (65-74)</b>		
61	Senior (65-74) Families with Children with Lower Income	Speaks Spanish (Hispanic), below average education, large families
62	Senior (65-74) Single Parent Families with Children with Lower Income	Black, females never married, no cars, large families, very poorly educated
63	Senior (65-74) Families No Children with Lower Income	Males/females not looking for work, no mortgage, less valued homes than average, trailers, vacant units, children not enrolled in school
64	Senior (65-74) Non-Family With Lower Income	Females/males not looking for work, 1 person HH, no cars, very poorly educated, inexpensive rent, renters
65	Senior (65-74) Families with Children with Moderate Income	Enrolled in public school, larger families, short commute, above average number of cars
66	Senior (65-74) Single Parent Families with Children with Moderate Income	Public transportation to work, males never married, Black, large families, males unemployed, long commutes
67	Senior (65-74) Families No Children with Moderate Income	2 person HHs, own homes, females/males married, males/females not looking for work, children not enrolled in school, no mortgage, some college
68	Senior (65-74) Non-Family with Moderate Income	1 person HH, 1 car, children not enrolled in school, 2 person HHs, females not looking for work
69	Senior (65-74) Families with Children with Higher Income	Well above average valued home, families

**EASI ® Life Stage Clusters (listed by age)**

**(Note: Red indicates no neighborhoods currently in this Cluster)**

<b>#</b>	<b>Cluster Name</b>	<b>Additional Cluster Characteristics</b>
70	Senior (65-74) Single Parent Families with Children with Higher Income	Not Populated
71	Senior (65-74) Families No Children with Higher Income	Females/males married, 2 person HHs, some college, 2 car HHs above average home value, own homes
72	Senior (65-74) Non-Family with Higher Income	Well above average home value, enrolled private college, work at home, professional workers
<b>Oldest (75+)</b>		
73	Oldest (75+) Families with Children with Lower Income	Larger families, foreign born naturalized, females not looking for work, foreign born not citizens, Hispanic
74	Oldest (75+) Single Parent Families with Children with Lower Income	Black, females, no cars, females never married, very poorly educated, enrolled in public school, not moved in long time
75	Oldest (75+) Families No Children with Lower Income	Females/males widowed, females/males not looking for work, no mortgage, children not enrolled in school, own homes, 2 person HHs
76	Oldest (75+) Non-Family With Lower Income	Females widowed, 1 person HH, females not looking for work, no cars or 1 car
77	Oldest (75+) Families with Children with Moderate Income	Large families, naturalized citizen, males not looking for work, higher population density (urban areas), above average valued homes
78	Oldest (75+) Single Parent Families with Children with Moderate Income	Very inexpensive homes, males unemployed, old homes, service workers, Black, some college, long time resident, single unit structures
79	Oldest (75+) Families No Children with Moderate Income	Females/males not looking for work, 2 person HHs, females married, own homes, children not enrolled in school, no mortgage, males married, very well educated
80	Oldest (75+) Non-Family with Moderate Income	Females not looking for work, females widowed, 1 person HH, large multi-unit structures, very well educated, 1 car
81	Oldest (75+) Families with Children with Higher Income	Foreign ancestry, considerably above average home value, enrolled in private preprimary, above average rent, larger families
82	Oldest (75+) Single Parent Families with Children with Higher Income	Not Populated
83	Oldest (75+) Families No Children with Higher Income	Above average home value, females not looking for work, very well educated, males/females married, 2 person HHs
84	Oldest (75+) Non-Family with Higher Income	Well above average home value, very well educated, females widowed, 1 person HH

## EASI® Life Stage Household Summary

#	Cluster Name	Households (HH)	% US HH	Rank
43	Late Middle Age (45-54) Families No Children with Moderate Income	16,892,457	14.690	1
31	Middle Age (35-44) Families No Children with Moderate Income	16,417,757	14.277	2
29	Middle Age (35-44) Families with Children with Moderate Income	10,014,814	8.709	3
32	Middle Age (35-44) Non-Family with Moderate Income	9,436,469	8.206	4
76	Oldest (75P) Non-Family With Lower Income	6,349,442	5.522	5
44	Late Middle Age (45-54) Non-Family with Moderate Income	6,250,668	5.436	6
20	Young (25-34) Non-Family with Moderate Income	6,223,907	5.412	7
47	Late Middle Age (45-54) Families No Children with Higher Income	4,460,169	3.879	8
28	Middle Age (35-44) Non-Family With Lower Income	3,659,433	3.182	9
4	Very Young (25L) Non-Family With Lower Income	3,588,173	3.120	10
75	Oldest (75P) Families No Children with Lower Income	2,675,475	2.327	11
41	Late Middle Age (45-54) Families with Children with Moderate Income	2,635,419	2.292	12
16	Young (25-34) Non-Family With Lower Income	2,446,516	2.128	13
45	Late Middle Age (45-54) Families with Children with Higher Income	2,087,237	1.815	14
40	Late Middle Age (45-54) Non-Family With Lower Income	2,067,245	1.798	15
33	Middle Age (35-44) Families with Children with Higher Income	1,882,638	1.637	16
25	Middle Age (35-44) (35-44) Families with Children with Lower Income	1,549,824	1.348	17
27	Middle Age (35-44) Families No Children with Lower Income	1,486,732	1.293	18
39	Late Middle Age (45-54) Families No Children with Lower Income	1,352,597	1.176	19
26	Middle Age (35-44) Single Parent Families with Children with Lower Income	1,310,588	1.140	20
55	Nearly Senior (55-64) Families No Children with Moderate Income	988,972	0.860	21
35	Middle Age (35-44) Families No Children with Higher Income	951,051	0.827	22
17	Young (25-34) Families with Children with Moderate Income	919,643	0.800	23
48	Late Middle Age (45-54) Non-Family with Higher Income	810,955	0.705	24
13	Young (25-34) Families with Children with Lower Income	746,210	0.649	25
67	Senior (65-74) Families No Children with Moderate Income	677,928	0.590	26
63	Senior (65-74) Families No Children with Lower Income	616,954	0.537	27
14	Young (25-34) Single Parent Families with Children with Lower Income	582,154	0.506	28
19	Young (25-34) Families No Children with Moderate Income	571,613	0.497	29
36	Middle Age (35-44) Non-Family with Higher Income	509,277	0.443	30
38	Late Middle Age (45-54) Single Parent Families with Children with Lower Income	423,270	0.368	31
79	Oldest (75P) Families No Children with Moderate Income	416,719	0.362	32
51	Nearly Senior (55-64) Families No Children with Lower Income	405,122	0.352	33
30	Middle Age (35-44) Single Parent Families with Children with Moderate Income	349,713	0.304	34
37	Late Middle Age (45-54) Families with Children with Lower Income	320,523	0.279	35
64	Senior (65-74) Non-Family With Lower Income	315,889	0.275	36
80	Oldest (75P) Non-Family with Moderate Income	310,479	0.270	37
59	Nearly Senior (55-64) Families No Children with Higher Income	297,136	0.258	38
2	Very Young (25L) Single Parent Families with Children with Lower Income	281,597	0.245	39
52	Nearly Senior (55-64) Non-Family With Lower Income	258,224	0.225	40
42	Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	246,979	0.215	41
24	Young (25-34) Non-Family with Higher Income	222,116	0.193	42

## EASI® Life Stage Household Summary

#	Cluster Name	Households (HH)	% US HH	Rank
15	Young (25-34) Families No Children with Lower Income	195,627	0.170	43
56	Nearly Senior (55-64) Non-Family with Moderate Income	127,041	0.110	44
1	Very Young (25L) Families with Children with Lower Income	105,843	0.092	45
3	Very Young (25L) Families No Children with Lower Income	75,463	0.066	46
71	Senior (65-74) Families No Children with Higher Income	55,713	0.048	47
60	Nearly Senior (55-64) Non-Family with Higher Income	46,188	0.040	48
73	Oldest (75P) Families with Children with Lower Income	45,008	0.039	49
18	Young (25-34) Single Parent Families with Children with Moderate Income	44,331	0.039	50
50	Nearly Senior (55-64) Single Parent Families with Children with Lower Income	43,094	0.037	51
8	Very Young (25L) Non-Family with Moderate Income	36,149	0.031	52
83	Oldest (75P) Families No Children with Higher Income	35,984	0.031	53
68	Senior (65-74) Non-Family with Moderate Income	30,270	0.026	54
84	Oldest (75P) Non-Family with Higher Income	22,699	0.020	55
49	Nearly Senior (55-64) Families with Children with Lower Income	18,960	0.016	56
53	Nearly Senior (55-64) Families with Children with Moderate Income	16,502	0.014	57
74	Oldest (75P) Single Parent Families with Children with Lower Income	13,066	0.011	58
54	Nearly Senior (55-64) Single Parent Families with Children with Moderate Income	13,028	0.011	59
62	Senior (65-74) Single Parent Families with Children with Lower Income	11,814	0.010	60
61	Senior (65-74) Families with Children with Lower Income	9,661	0.008	61
23	Young (25-34) Families No Children with Higher Income	6,211	0.005	62
21	Young (25-34) Families with Children with Higher Income	6,034	0.005	63
57	Nearly Senior (55-64) Families with Children with Higher Income	5,930	0.005	64
7	Very Young (25L) Families No Children with Moderate Income	4,047	0.004	65
65	Senior (65-74) Families with Children with Moderate Income	2,976	0.003	66
72	Senior (65-74) Non-Family with Higher Income	2,800	0.002	67
5	Very Young (25L) Families with Children with Moderate Income	2,300	0.002	68
77	Oldest (75P) Families with Children with Moderate Income	1,616	0.001	69
6	Very Young (25L) Single Parent Families with Children with Moderate Income	1,371	0.001	70
34	Middle Age (35-44) Single Parent Families with Children with Higher Income	1,250	0.001	71
66	Senior (65-74) Single Parent Families with Children with Moderate Income	798	0.001	72
46	Late Middle Age (45-54) Single Parent Families with Children with Higher Income	546	0.000	73
81	Oldest (75P) Families with Children with Higher Income	416	0.000	74
69	Senior (65-74) Families with Children with Higher Income	264	0.000	75
58	Nearly Senior (55-64) Single Parent Families with Children with Higher Income	257	0.000	76
78	Oldest (75P) Single Parent Families with Children with Moderate Income	187	0.000	77
12	Very Young (25L) Non-Family with Higher Income	45	0.000	78
22	Young (25-34) Single Parent Families with Children with Higher Income	37	0.000	79
11	Very Young (25L) Families No Children with Higher Income	35	0.000	80
9	Very Young (25L) Families with Children with Higher Income	28	0.000	81
10	Very Young (25L) Single Parent Families with Children with Higher Income	0	0.000	82
70	Senior (65-74) Families No Children with Higher Income	0	0.000	82
82	Oldest (75P) Single Parent Families with Children with Higher Income	0	0.000	82

## EASI® Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2006)	Median Income (\$)	Rank
9	Very Young (25L) Families with Children with Higher Income	28	126,897	1
81	Oldest (75P) Families with Children with Higher Income	416	122,596	2
72	Senior (65-74) Non-Family with Higher Income	2,800	114,656	3
45	Late Middle Age (45-54) Families with Children with Higher Income	2,087,237	113,089	4
11	Very Young (25L) Families No Children with Higher Income	35	109,464	5
22	Young (25-34) Single Parent Families with Children with Higher Income	37	108,929	6
33	Middle Age (35-44) Families with Children with Higher Income	1,882,638	106,488	7
69	Senior (65-74) Families with Children with Higher Income	264	105,811	8
83	Oldest (75P) Families No Children with Higher Income	35,984	105,525	9
57	Nearly Senior (55-64) Families with Children with Higher Income	5,930	104,666	10
71	Senior (65-74) Families No Children with Higher Income	55,713	103,224	11
59	Nearly Senior (55-64) Families No Children with Higher Income	297,136	102,480	12
21	Young (25-34) Families with Children with Higher Income	6,034	101,033	13
12	Very Young (25L) Non-Family with Higher Income	45	100,319	14
47	Late Middle Age (45-54) Families No Children with Higher Income	4,460,169	98,681	15
60	Nearly Senior (55-64) Non-Family with Higher Income	46,188	93,879	16
35	Middle Age (35-44) Families No Children with Higher Income	951,051	93,114	17
23	Young (25-34) Families No Children with Higher Income	6,211	91,965	18
36	Middle Age (35-44) Non-Family with Higher Income	509,277	84,873	19
24	Young (25-34) Non-Family with Higher Income	222,116	83,525	20
84	Oldest (75P) Non-Family with Higher Income	22,699	82,972	21
48	Late Middle Age (45-54) Non-Family with Higher Income	810,955	81,742	22
46	Late Middle Age (45-54) Single Parent Families with Children with Higher Income	546	69,197	23
65	Senior (65-74) Families with Children with Moderate Income	2,976	63,025	24
34	Middle Age (35-44) Single Parent Families with Children with Higher Income	1,250	62,765	25
29	Middle Age (35-44) Families with Children with Moderate Income	10,014,814	61,903	26
79	Oldest (75P) Families No Children with Moderate Income	416,719	60,911	27
41	Late Middle Age (45-54) Families with Children with Moderate Income	2,635,419	58,330	28
17	Young (25-34) Families with Children with Moderate Income	919,643	57,374	29
67	Senior (65-74) Families No Children with Moderate Income	677,928	57,094	30
80	Oldest (75P) Non-Family with Moderate Income	310,479	54,911	31
53	Nearly Senior (55-64) Families with Children with Moderate Income	16,502	54,519	32
19	Young (25-34) Families No Children with Moderate Income	571,613	53,969	33
55	Nearly Senior (55-64) Families No Children with Moderate Income	988,972	53,218	34

## EASI ® Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2006)	Median Income (\$)	Rank
31	Middle Age (35-44) Families No Children with Moderate Income	16,417,757	52,885	35
43	Late Middle Age (45-54) Families No Children with Moderate Income	16,892,457	51,933	36
20	Young (25-34) Non-Family with Moderate Income	6,223,907	50,886	37
68	Senior (65-74) Non-Family with Moderate Income	30,270	49,357	38
5	Very Young (25L) Families with Children with Moderate Income	2,300	48,083	39
58	Nearly Senior (55-64) Single Parent Families with Children with Higher Income	257	47,900	40
56	Nearly Senior (55-64) Non-Family with Moderate Income	127,041	47,705	41
32	Middle Age (35-44) Non-Family with Moderate Income	9,436,469	46,889	42
77	Oldest (75P) Families with Children with Moderate Income	1,616	46,584	43
44	Late Middle Age (45-54) Non-Family with Moderate Income	6,250,668	46,574	44
7	Very Young (25L) Families No Children with Moderate Income	4,047	44,565	45
8	Very Young (25L) Non-Family with Moderate Income	36,149	42,572	46
18	Young (25-34) Single Parent Families with Children with Moderate Income	44,331	39,003	47
73	Oldest (75P) Families with Children with Lower Income	45,008	38,875	48
54	Nearly Senior (55-64) Single Parent Families with Children with Moderate Inc	13,028	38,789	49
42	Late Middle Age (45-54) Single Parent Families with Children with Moderate Income	246,979	38,480	50
75	Oldest (75P) Families No Children with Lower Income	2,675,475	38,450	51
6	Very Young (25L) Single Parent Families with Children with Moderate Income	1,371	38,375	52
30	Middle Age (35-44) Single Parent Families with Children with Moderate Income	349,713	37,797	53
3	Very Young (25L) Families No Children with Lower Income	75,463	37,747	54
66	Senior (65-74) Single Parent Families with Children with Moderate Income	798	36,966	55
78	Oldest (75P) Single Parent Families with Children with Moderate Income	187	34,444	56
63	Senior (65-74) Families No Children with Lower Income	616,954	33,240	57
76	Oldest (75P) Non-Family With Lower Income	6,349,442	32,682	58
1	Very Young (25L) Families with Children with Lower Income	105,843	31,135	59
15	Young (25-34) Families No Children with Lower Income	195,627	31,077	60
27	Middle Age (35-44) Families No Children with Lower Income	1,486,732	30,933	61
16	Young (25-34) Non-Family With Lower Income	2,446,516	29,889	62
39	Late Middle Age (45-54) Families No Children with Lower Income	1,352,597	29,832	63
51	Nearly Senior (55-64) Families No Children with Lower Income	405,122	29,411	64
25	Middle Age (35-44) (35-44) Families with Children with Lower Income	1,549,824	29,114	65
4	Very Young (25L) Non-Family With Lower Income	3,588,173	28,911	66

## EASI ® Life Stage Neighborhood Median Income Summary

#	Cluster Name	Households (1/1/2006)	Median Income (\$)	Rank
13	Young (25-34) Families with Children with Lower Income	746,210	28,726	67
49	Nearly Senior (55-64) Families with Children with Lower Income	18,960	28,256	68
37	Late Middle Age (45-54) Families with Children with Lower Income	320,523	27,824	69
28	Middle Age (35-44) Non-Family With Lower Income	3,659,433	27,451	70
61	Senior (65-74) Families with Children with Lower Income	9,661	27,390	71
64	Senior (65-74) Non-Family With Lower Income	315,889	26,361	72
40	Late Middle Age (45-54) Non-Family With Lower Income	2,067,245	25,851	73
50	Nearly Senior (55-64) Single Parent Families with Children with Lower Income	43,094	24,003	74
52	Nearly Senior (55-64) Non-Family With Lower Income	258,224	24,002	75
14	Young (25-34) Single Parent Families with Children with Lower Income	582,154	23,775	76
26	Middle Age (35-44) Single Parent Families with Children with Lower Income	1,310,588	23,392	77
62	Senior (65-74) Single Parent Families with Children with Lower Income	11,814	23,268	78
38	Late Middle Age (45-54) Single Parent Families with Children with Lower Income	423,270	22,674	79
74	Oldest (75P) Single Parent Families with Children with Lower Income	13,066	21,649	80
2	Very Young (25L) Single Parent Families with Children with Lower Income	281,597	18,982	81
10	Very Young (25L) Single Parent Families with Children with Higher Income	0	0	82
70	Senior (65-74) Families No Children with Higher Income	0	0	82
82	Oldest (75P) Single Parent Families with Children with Higher Income	0	0	82

**Now you are ready to find the have's, the have not's, and the have plenty's.**

## EASI/Mediamark Research Incorporated (MRI) Databases

<b>Report</b>	<b>MRI Major Categories</b>
<i>AILMNT</i>	<u><a href="#">Ailments, Remedies, etc.</a></u>
<i>APPARL</i>	<u><a href="#">Apparel</a></u>
<i>APPLIA</i>	<u><a href="#">Appliances</a></u>
<i>ATTITU</i>	<u><a href="#">Attitudes</a></u>
<i>AUTOMO</i>	<u><a href="#">Automotive and Aftermarket</a></u>
<i>BABY__</i>	<u><a href="#">Baby</a></u>
<i>BEVERA</i>	<u><a href="#">Beverages</a></u>
<i>COMPUT</i>	<u><a href="#">Computers</a></u>
<i>ELECTR</i>	<u><a href="#">Electronics</a></u>
<i>FAMRST</i>	<u><a href="#">Family Restaurants and Steak Houses</a></u>
<i>FASTFD</i>	<u><a href="#">Fast Food</a></u>
<i>FINANC</i>	<u><a href="#">Financial</a></u>
<i>GROCRY</i>	<u><a href="#">Grocery</a></u>
<i>INSURN</i>	<u><a href="#">Insurance</a></u>
<i>INTRNT</i>	<u><a href="#">Internet</a></u>
<i>LEISUR</i>	<u><a href="#">Leisure</a></u>
<i>MEDAUD</i>	<u><a href="#">Media Audio</a></u>
<i>MEDREA</i>	<u><a href="#">Media Read</a></u>
<i>MEDWAT</i>	<u><a href="#">Media Watch</a></u>
<i>PERSCR</i>	<u><a href="#">Personal Care</a></u>
<i>PETS__</i>	<u><a href="#">Pets</a></u>
<i>PURCHS</i>	<u><a href="#">Purchasing</a></u>
<i>SPORTS</i>	<u><a href="#">Sports</a></u>
<i>TELEPH</i>	<u><a href="#">Telephony</a></u>
<i>TRAVEL</i>	<u><a href="#">Travel</a></u>
<i>VIDEO_</i>	<u><a href="#">Video</a></u>

In the tables below the first column represents the database nickname (dbf). The second column represents EASI's description of the MRI category.

## EASI/MRI Ailments, Remedies, etc.

AILMNT_001	Ailments/Remedies: All
AILMNT_002	Ailments/Remedies: Insomnia: Have/Had
AILMNT_003	Ailments/Remedies: Kidney Ailments: Have/Had
AILMNT_004	Ailments/Remedies: Obesity/Overweight: Have/Had
AILMNT_005	Ailments/Remedies: Overactive Bladder: Have/Had
AILMNT_006	Ailments/Remedies: Sexual/Erectile Dysfunction (men only): Have/Had
AILMNT_007	Ailments/Remedies: Ulcer: Have/Had
AILMNT_008	Doctor Visits: Total Users: Visited in last 12 Months: Total Category
AILMNT_009	Doctor Visits: Total Users: Visited in last 12 Months: Dentist
AILMNT_010	Doctor Visits: Total Users: Visited in last 12 Months: General/Family Practitioner
AILMNT_011	Doctor Visits: Total Users: Visited in last 12 Months: Eye Doctor
AILMNT_012	Doctor Visits: Total Users: Visited in last 12 Months: OB/Gyn.
AILMNT_013	Diet Control/Eating Habits: Presently I control my diet
AILMNT_014	Diet Control/Eating Habits: Buy food labeled as: Fat-free
AILMNT_015	Diet Control/Eating Habits: Buy food labeled as: Low-fat
AILMNT_016	Diet Control/Eating Habits: Reasons for: Weight loss
AILMNT_017	Diet Control/Eating Habits: Methods used: Exercise program
AILMNT_018	Ailments/Remedies: Allergy/Hay Fever: Used a branded prescription remedy or a generic prescription remedy
AILMNT_019	Doctor Visits: Total Users: Visited in last 12 Months: Internist
AILMNT_020	Ailments/Remedies: Hypertension/High Blood Pressure: Used a branded prescription remedy or a generic prescription remedy
AILMNT_021	Diet Control/Eating Habits: Reasons for: Maintain weight
AILMNT_022	Diet Control/Eating Habits: Reasons for: Cholesterol level
AILMNT_023	Diet Control/Eating Habits: Reasons for: Physical fitness
AILMNT_024	Meal/Dietary Supplements: Total Users: Used in last 6 months: Total Category
AILMNT_025	Diet Control/Eating Habits: Buy food labeled as: Low-calorie
AILMNT_026	Diet Control/Eating Habits: Buy food labeled as: Low-cholesterol
AILMNT_027	Diet Control/Eating Habits: Buy food labeled as: Sugar-free
AILMNT_028	Ailments/Remedies: Sinus Congestion/Headache: Used a branded prescription remedy or a generic prescription remedy
AILMNT_029	Doctor Visits: Total Users: Visited in last 12 Months: Dermatologist
AILMNT_030	Ailments/Remedies: High Cholesterol: Used a branded prescription remedy or a generic prescription remedy
AILMNT_031	Ailments/Remedies: Muscle Ache/Pain: Used a branded prescription remedy or a generic prescription remedy
AILMNT_032	Diet Control/Eating Habits: Buy food labeled as: High fiber
AILMNT_033	Diet Control/Eating Habits: Buy food labeled as: Low-sodium
AILMNT_034	Doctor Visits: Total Users: Visited in last 12 Months: Chiropractor

## EASI/MRI Ailments, Remedies, etc.

AILMNT_035	Ailments/Remedies: Arthritis/Rheumatoid arthritis (RA): Used a branded or generic prescription remedy
AILMNT_036	Ailments/Remedies: Backache: Used a branded prescription remedy or a generic prescription remedy
AILMNT_037	Ailments/Remedies: Heartburn/Acid Reflux: Used a branded prescription remedy or a generic prescription remedy
AILMNT_038	Doctor Visits: Total Users: Visited in last 12 Months: Cardiologist
AILMNT_039	Diet Control/Eating Habits: Reasons for: Blood sugar level
AILMNT_040	Diet Control/Eating Habits: Methods used: Doctor's care/diet
AILMNT_041	Doctor Visits: Total Users: Visited in last 12 Months: Ear, Nose & Throat
AILMNT_042	Ailments/Remedies: Depression: Used a branded prescription remedy or a generic prescription remedy
AILMNT_043	Doctor Visits: Total Users: Visited in last 12 Months: Physical Therapist
AILMNT_044	Ailments/Remedies: Asthma: Used a branded prescription remedy or a generic prescription remedy
AILMNT_045	Ailments/Remedies: Diabetes: Used a branded prescription remedy or a generic prescription remedy
AILMNT_046	Ailments/Remedies: Dry Eyes: Used a branded prescription remedy or a generic prescription remedy
AILMNT_047	Doctor Visits: Total Users: Visited in last 12 Months: Podiatrist
AILMNT_048	Ailments/Remedies: Anxiety/Panic: Used a branded prescription remedy or a generic prescription remedy
AILMNT_049	Ailments/Remedies: Migraine Headaches: Used a branded prescription remedy or a generic prescription remedy
AILMNT_050	Diet Control/Eating Habits: Buy food labeled as: Natural or Organic
AILMNT_051	Ailments/Remedies: Eczema/Skin Itch/Rash: Used a branded prescription remedy or a generic prescription remedy
AILMNT_052	Lactose Intolerance Products: Total Users: Used in last 6 months: Total Category
AILMNT_053	Diet Control/Eating Habits: Reasons for: Salt restriction
AILMNT_054	Doctor Visits: Total Users: Visited in last 12 Months: Allergist
AILMNT_055	Doctor Visits: Total Users: Visited in last 12 Months: Nurse Practitioner
AILMNT_056	Doctor Visits: Total Users: Visited in last 12 Months: Pediatrician
AILMNT_057	Ailments/Remedies: Urinary Tract Infection: Used a branded prescription remedy or a generic prescription remedy
AILMNT_058	Diet Control/Eating Habits - Methods used: Other diet organization or club
AILMNT_059	Ailments/Remedies: Yeast Infection (women only): Used a branded prescription remedy or a generic prescription remedy
AILMNT_060	Diet Control/Eating Habits: Methods used: Weight Watchers
AILMNT_061	Diet Control/Eating Habits: Methods used: Doctor's care/diet
AILMNT_062	Diet Control/Eating Habits: Buy food labeled as: Lactose-free
AILMNT_063	Ailments/Remedies: Athlete's Foot: Used a branded prescription remedy or a generic prescription remedy
AILMNT_064	Ailments/Remedies: Constipation: Used a branded prescription remedy or a generic prescription remedy
AILMNT_065	Ailments/Remedies: Muscle Strain/Sprain: Used a branded prescription remedy or a generic prescription remedy

## EASI/MRI Ailments, Remedies, etc.

AILMNT_066	Ailments/Remedies: Nail Fungus: Used a branded prescription remedy or a generic prescription remedy
AILMNT_067	Ailments/Remedies: Osteoporosis: Used a branded prescription remedy or a generic prescription remedy
AILMNT_068	Diet Control/Eating Habits: Reasons for: Regularity
AILMNT_069	Ailments/Remedies: Prostate (men only): Used a branded prescription remedy or a generic prescription remedy
AILMNT_070	Ailments/Remedies: Rosacea or Skin Disease: Used a branded prescription remedy or a generic prescription remedy
AILMNT_071	Doctor Visits: Total Users: Visited in last 12 Months: Acupuncturist

## EASI/MRI Apparel

APPARL_001	Apparel: All
APPARL_002	Men's Clothing: Big Ticket Items: Bought: All-weather coats
APPARL_003	Men's Clothing: Big Ticket Items: Bought: Leather Coat, Jacket
APPARL_004	Men's Clothing: Big Ticket Items: Bought: Fur coat, Jacket
APPARL_005	Men's Clothing: Big Ticket Items: Bought: Overcoat
APPARL_006	Men's Clothing: Big Ticket Items: Bought: Parka
APPARL_007	Men's Clothing: Big Ticket Items: Bought: Ski jacket
APPARL_008	Men's Clothing: Big Ticket Items: Bought: Formalwear (tuxedo)
APPARL_009	Men's Clothing: Big Ticket Items: Bought: Business suit
APPARL_010	Men's Clothing: Big Ticket Items: Bought: Casual/Non-business suit
APPARL_011	Men's Clothing: Big Ticket Items: Bought: Sports jacket
APPARL_012	Men's Clothing: Low Ticket Items: Bought: Lightweight jacket
APPARL_013	Men's Clothing: Low Ticket Items: Bought: Casual slacks
APPARL_014	Men's Clothing: Low Ticket Items: Bought: Dress slacks
APPARL_015	Men's Clothing: Low Ticket Items: Bought: Designer jeans
APPARL_016	Men's Clothing: Low Ticket Items: Bought: Jeans
APPARL_017	Men's Clothing: Low Ticket Items: Bought: Sweater
APPARL_018	Men's Clothing: Low Ticket Items: Bought: Dress shirt
APPARL_019	Men's Clothing: Low Ticket Items: Bought: Sports shirt
APPARL_020	Men's Clothing: Low Ticket Items: Bought: Nightwear
APPARL_021	Men's Clothing: Low Ticket Items: Bought: Underwear
APPARL_022	Men's Clothing: Low Ticket Items: Bought: Cloth handkerchiefs
APPARL_023	Men's Clothing: Low Ticket Items: Bought: Gloves
APPARL_024	Men's Clothing: Low Ticket Items: Bought: Hat
APPARL_025	Men's Clothing: Low Ticket Items: Bought: Necktie
APPARL_026	Men's Clothing: Low Ticket Items: Bought: Belt
APPARL_027	Men's Clothing: Low Ticket Items: Bought: Wallet
APPARL_028	Men's Clothing: Low Ticket Items: Bought: T-shirt (not undershirt)
APPARL_029	Men's Clothing: Low Ticket Items: Bought: Socks
APPARL_030	Men's Clothing: Low Ticket Items: Bought: Sweatpants
APPARL_031	Men's Clothing: Low Ticket Items: Bought: Sweatshirt
APPARL_032	Men's Clothing: Low Ticket Items: Bought: Swimsuit
APPARL_033	Women's Clothing: Big Ticket Items: Bought: Fur Coat, Jacket, Stole
APPARL_034	Women's Clothing: Big Ticket Items: Bought: Leather Coat, Jacket
APPARL_035	Women's Clothing: Big Ticket Items: Bought: Cloth coat
APPARL_036	Women's Clothing: Big Ticket Items: Bought: Raincoat
APPARL_037	Women's Clothing: Big Ticket Items: Bought: Parka
APPARL_038	Women's Clothing: Big Ticket Items: Bought: Ski jacket

## EASI/MRI Apparel

APPARL_039	Women's Clothing: Big Ticket Items: Bought: Suit (with skirt)
APPARL_040	Women's Clothing: Big Ticket Items: Bought: Evening dress
APPARL_041	Women's Clothing: Big Ticket Items: Bought: Pants suit
APPARL_042	Women's Clothing: Big Ticket Items: Bought: Blazer
APPARL_043	Women's Clothing: Low Ticket Items: Bought: Dress
APPARL_044	Women's Clothing: Low Ticket Items: Bought: Maternity Clothes
APPARL_045	Women's Clothing: Low Ticket Items: Bought: Skirt
APPARL_046	Women's Clothing: Low Ticket Items: Bought: Casual slacks
APPARL_047	Women's Clothing: Low Ticket Items: Bought: Dress slacks
APPARL_048	Women's Clothing: Low Ticket Items: Bought: Designer jeans
APPARL_049	Women's Clothing: Low Ticket Items: Bought: Jeans
APPARL_050	Women's Clothing: Low Ticket Items: Bought: Sweater
APPARL_051	Women's Clothing: Low Ticket Items: Bought: Blouse/Shirt
APPARL_052	Women's Clothing: Low Ticket Items: Bought: Nightwear
APPARL_053	Women's Clothing: Low Ticket Items: Bought: Brassiere
APPARL_054	Women's Clothing: Low Ticket Items: Bought: Sports Bra
APPARL_055	Women's Clothing: Low Ticket Items: Bought: Girdle/Shapewear
APPARL_056	Women's Clothing: Low Ticket Items: Bought: Purse (handbag)
APPARL_057	Women's Clothing: Low Ticket Items: Bought: Slip
APPARL_058	Women's Clothing: Low Ticket Items: Bought: Underpants
APPARL_059	Women's Clothing: Low Ticket Items: Bought: Gloves
APPARL_060	Women's Clothing: Low Ticket Items: Bought: Hat
APPARL_061	Women's Clothing: Low Ticket Items: Bought: Belt
APPARL_062	Women's Clothing: Low Ticket Items: Bought: T-shirt
APPARL_063	Women's Clothing: Low Ticket Items: Bought: Socks
APPARL_064	Women's Clothing: Low Ticket Items: Bought: Sweatpants
APPARL_065	Women's Clothing: Low Ticket Items: Bought: Sweatshirt
APPARL_066	Women's Clothing: Low Ticket Items: Bought: Swimsuit
APPARL_067	Shoes - Number of pairs bought: Canvas
APPARL_068	Shoes - Number of pairs bought: Casual/leisure
APPARL_069	Shoes - Number of pairs bought: Dress boots
APPARL_070	Shoes - Number of pairs bought: Dress shoes
APPARL_071	Shoes - Number of pairs bought: Sandals
APPARL_072	Shoes - Number of pairs bought: Slippers
APPARL_073	Shoes - Number of pairs bought: Western boots
APPARL_074	Shoes - Number of pairs bought: Work boots
APPARL_075	Shoes - Number of pairs bought: Other work shoes
APPARL_076	Shoes - Number of pairs bought: Other
APPARL_077	Shoes: Number of pairs bought

## EASI/MRI Apparel

APPARL_078	Men's Clothing: Summary: Bought
APPARL_079	Women's Clothing: Summary: Bought
APPARL_080	Clothing Expenditures: Amount Spent: Under \$100
APPARL_081	Clothing Expenditures: Amount Spent: \$100-299
APPARL_082	Clothing Expenditures: Amount Spent: \$300-499
APPARL_083	Clothing Expenditures: Amount Spent: \$500-999
APPARL_084	Clothing Expenditures: Amount Spent: \$1,000+
APPARL_085	Athletic Shoes: Number of pairs bought
APPARL_086	Sports Clothing: Bought Any
APPARL_087	Sports Clothing: Athletic/Workout Wear: Bought Any
APPARL_088	Sports Clothing: Bicycle Clothing: Bought Any
APPARL_089	Sports Clothing: Golf Clothing: Bought Any
APPARL_090	Sports Clothing: Hiking/Backpacking Clothing: Bought Any
APPARL_091	Sports Clothing: Hunting Clothing: Bought Any
APPARL_092	Sports Clothing: Marine/Boating Attire: Bought Any
APPARL_093	Sports Clothing: Running Clothing: Bought Any
APPARL_094	Sports Clothing: Ski Clothing: Bought Any
APPARL_095	Sports Clothing: Team Sports Clothing: Bought Any
APPARL_096	Sports Clothing: Tennis Clothing: Bought Any
APPARL_097	Sports Clothing: Bought Any
APPARL_098	Children's Clothing: Amount Spent In Total: Mean Value
APPARL_099	Mean Value: Athletic Shoes: Amount spent in total
APPARL_100	Clothing Expenditures: Amount Spent: Mean Value

## EASI/MRI Appliances

APPLIA_001	Appliances: All
APPLIA_002	Appliances For Climate Control (household owns): Air cleaner - electric
APPLIA_003	Appliances For Climate Control (household owns): Central air conditioner
APPLIA_004	Appliances For Climate Control (household owns): Air conditioner - separate room
APPLIA_005	Appliances For Climate Control (household owns): Attic/whole house fan
APPLIA_006	Appliances For Climate Control (household owns): Ceiling fan (not bathroom vent)
APPLIA_007	Appliances For Climate Control (household owns): Coal/wood stove
APPLIA_008	Appliances For Climate Control (household owns): Wood pellet stove
APPLIA_009	Appliances For Climate Control (household owns): Central heating - gas
APPLIA_010	Appliances For Climate Control (household owns): Central heating - oil
APPLIA_011	Appliances For Climate Control (household owns): Electric heating (central)
APPLIA_012	Appliances For Climate Control (household owns): Space heater (electric)
APPLIA_013	Appliances For Climate Control (household owns): Automatic setback thermostat
APPLIA_014	Appliances For Climate Control (household owns): Dehumidifier
APPLIA_015	Appliances For Climate Control (household owns): Humidifier
APPLIA_016	Appliances For Climate Control (household owns): Fireplace
APPLIA_017	Appliances For Climate Control (household owns): Heat Pump
APPLIA_018	Appliances For Climate Control (household owns): Kerosene heater
APPLIA_019	Electric Appliances (bought in last 12 months): Electric blender
APPLIA_020	Electric Appliances (bought in last 12 months): Electric can opener
APPLIA_021	Electric Appliances (bought in last 12 months): Electric coffee grinder
APPLIA_022	Electric Appliances (bought in last 12 months): Electric food processor
APPLIA_023	Electric Appliances (bought in last 12 months): Electric fry pan
APPLIA_024	Electric Appliances (bought in last 12 months): Electric grill
APPLIA_025	Electric Appliances (bought in last 12 months): Electric iron
APPLIA_026	Electric Appliances (bought in last 12 months): Electric juicer
APPLIA_027	Electric Appliances (bought in last 12 months): Electric knife
APPLIA_028	Electric Appliances (bought in last 12 months): Electric mixer - hand held
APPLIA_029	Electric Appliances (bought in last 12 months): Electric mixer - stationary
APPLIA_030	Electric Appliances (bought in last 12 months): Electric popcorn maker
APPLIA_031	Electric Appliances (bought in last 12 months): Electric slow cooker
APPLIA_032	Electric Appliances (bought in last 12 months): Electric steam cooker
APPLIA_033	Electric Appliances (bought in last 12 months): Electric toaster
APPLIA_034	Electric Appliances (bought in last 12 months): Electric toaster oven
APPLIA_035	Electric Appliances (bought in last 12 months): Electric wok
APPLIA_036	Electric Appliances (bought in last 12 months): Any

## EASI/MRI Appliances

APPLIA_037	Kitchen Cooking And Serving Products (bought in last 12 months): Aluminum cookware
APPLIA_038	Kitchen Cooking And Serving Products (bought in last 12 months): Other metal cookware
APPLIA_039	Kitchen Cooking And Serving Products (bought in last 12 months): Barbecue equipment
APPLIA_040	Kitchen Cooking And Serving Products (bought in last 12 months): Canning jars & lids
APPLIA_041	Kitchen Cooking And Serving Products (bought in last 12 months): Ceramic coated cookware
APPLIA_042	Kitchen Cooking And Serving Products (bought in last 12 months): Cutlery (kitchen knives)
APPLIA_043	Kitchen Cooking And Serving Products (bought in last 12 months): Insulated coffee carafe/server
APPLIA_044	Kitchen Cooking And Serving Products (bought in last 12 months): Wok (non-electric)
APPLIA_045	Kitchen Cooking And Serving Products (bought in last 12 months): Glass storage containers
APPLIA_046	Kitchen Cooking And Serving Products (bought in last 12 months): Plastic storage containers
APPLIA_047	Kitchen Cooking And Serving Products (bought in last 12 months): Glass ovenware/bakeware
APPLIA_048	Kitchen Cooking And Serving Products (bought in last 12 months): Non-stick metal bakeware/ovenware
APPLIA_049	Kitchen Cooking And Serving Products (bought in last 12 months): Glass rangetop cookware
APPLIA_050	Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware glass/ceramic
APPLIA_051	Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware plastic
APPLIA_052	Kitchen Cooking And Serving Products (bought in last 12 months): Microwave cookware paper/disposable
APPLIA_053	Kitchen Cooking And Serving Products (bought in last 12 months): Any
APPLIA_054	Household Appliances & Durables (bought in last 12 months): Any
APPLIA_055	Household Appliances & Durables (household owns): Air purifier
APPLIA_056	Household Appliances & Durables (household owns): Automatic washing machine
APPLIA_057	Household Appliances & Durables (household owns): Broom
APPLIA_058	Household Appliances & Durables (household owns): Burglar alarm
APPLIA_059	Household Appliances & Durables (household owns): Carpet steam cleaner
APPLIA_060	Household Appliances & Durables (household owns): Clothes dryer (electric)
APPLIA_061	Household Appliances & Durables (household owns): Clothes dryer (gas)
APPLIA_062	Household Appliances & Durables (household owns): Garage door opener
APPLIA_063	Household Appliances & Durables (household owns): Home fire extinguisher
APPLIA_064	Household Appliances & Durables (household owns): Hot tub/Whirlpool spa

## EASI/MRI Appliances

APPLIA_065	Household Appliances & Durables (household owns): Hot water heater
APPLIA_066	Household Appliances & Durables (household owns): Locks or lock sets
APPLIA_067	Household Appliances & Durables (household owns): Mop
APPLIA_068	Household Appliances & Durables (household owns): Rechargeable flashlight
APPLIA_069	Household Appliances & Durables (household owns): Other battery flashlight
APPLIA_070	Household Appliances & Durables (household owns): Sewing machine
APPLIA_071	Household Appliances & Durables (household owns): Smoke/fire detector
APPLIA_072	Household Appliances & Durables (household owns): Stacked washer/dryer
APPLIA_073	Household Appliances & Durables (household owns): Vacuum cleaner - canister
APPLIA_074	Household Appliances & Durables (household owns): Vacuum cleaner - hand held
APPLIA_075	Household Appliances & Durables (household owns): Vacuum cleaner - upright
APPLIA_076	Household Appliances & Durables (household owns): Water softener
APPLIA_077	Household Appliances & Durables (household owns): Any
APPLIA_078	Personal Appliances: Own: Any
APPLIA_079	Personal Appliances (bought in last 12 months): Any
APPLIA_080	Personal Appliances (bought in last 12 months): Clock - battery
APPLIA_081	Personal Appliances (bought in last 12 months): Clock radio - electric
APPLIA_082	Personal Appliances (bought in last 12 months): Electronic ear thermometer
APPLIA_083	Personal Appliances (bought in last 12 months): Hand-held massagers
APPLIA_084	Personal Appliances (bought in last 12 months): Hearing aids
APPLIA_085	Personal Appliances (bought in last 12 months): Home blood pressure monitor
APPLIA_086	Personal Appliances (bought in last 12 months): Lighted make-up mirror
APPLIA_087	Personal Appliances (bought in last 12 months): Massaging shower head
APPLIA_088	Personal Appliances (bought in last 12 months): Oral irrigation device
APPLIA_089	Personal Appliances (bought in last 12 months): Scale (bathroom)
APPLIA_090	Kitchen & Cooking Appliances & Durables (household owns): Automatic dishwasher (built in)
APPLIA_091	Kitchen & Cooking Appliances & Durables (household owns): Automatic dishwasher (portable)
APPLIA_092	Kitchen & Cooking Appliances & Durables (household owns): Bread making machine
APPLIA_093	Kitchen & Cooking Appliances & Durables (household owns): Built in range oven - electric
APPLIA_094	Kitchen & Cooking Appliances & Durables (household owns): Built in range oven - gas
APPLIA_095	Kitchen & Cooking Appliances & Durables (household owns): Charcoal grill

## EASI/MRI Appliances

APPLIA_096	Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: automatic drip
APPLIA_097	Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: electric perk
APPLIA_098	Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: electric with wall mount
APPLIA_099	Kitchen & Cooking Appliances & Durables (household owns): Coffee maker: other electric
APPLIA_100	Kitchen & Cooking Appliances & Durables (household owns): Combination range/microwave
APPLIA_101	Kitchen & Cooking Appliances & Durables (household owns): Continuous cleaning oven
APPLIA_102	Kitchen & Cooking Appliances & Durables (household owns): Convection oven
APPLIA_103	Kitchen & Cooking Appliances & Durables (household owns): Cook top
APPLIA_104	Kitchen & Cooking Appliances & Durables (household owns): Deep fryer
APPLIA_105	Kitchen & Cooking Appliances & Durables (household owns): Electric stove/range
APPLIA_106	Kitchen & Cooking Appliances & Durables (household owns): Espresso/cappuccino maker
APPLIA_107	Kitchen & Cooking Appliances & Durables (household owns): Garbage disposer
APPLIA_108	Kitchen & Cooking Appliances & Durables (household owns): Gas grill
APPLIA_109	Kitchen & Cooking Appliances & Durables (household owns): Gas stove/range
APPLIA_110	Kitchen & Cooking Appliances & Durables (household owns): Ice cream machine
APPLIA_111	Kitchen & Cooking Appliances & Durables (household owns): Microwave oven
APPLIA_112	Kitchen & Cooking Appliances & Durables (household owns): Pasta machine
APPLIA_113	Kitchen & Cooking Appliances & Durables (household owns): Pressure cooker
APPLIA_114	Kitchen & Cooking Appliances & Durables (household owns): Rangehood
APPLIA_115	Kitchen & Cooking Appliances & Durables (household owns): Refrigerator
APPLIA_116	Kitchen & Cooking Appliances & Durables (household owns): Separate freezer
APPLIA_117	Kitchen & Cooking Appliances & Durables (household owns): Trash compactor
APPLIA_118	Kitchen & Cooking Appliances & Durables (household owns): Any
APPLIA_119	Kitchen & Cooking Appliances & Durables (bought in last 12 months): Any
APPLIA_120	Climate Control: Average amount spent in past 12 months

EASI/MRI Attitudes/Lifestyles	
ATTITU_001	Attitudes: All
ATTITU_002	Organizations/Clubs: Member Of: Fraternal orders
ATTITU_003	Organizations/Clubs: Member Of: Religious clubs
ATTITU_004	Organizations/Clubs: Member Of: Civic clubs
ATTITU_005	Organizations/Clubs: Member Of: Veterans clubs
ATTITU_006	Organizations/Clubs: Member Of: A body of local government
ATTITU_007	Organizations/Clubs: Member Of: Country clubs
ATTITU_008	Organizations/Clubs: Member Of: Business Club
ATTITU_009	Organizations/Clubs: Member Of: Collector's Clubs
ATTITU_010	Organizations/Clubs: Member Of: Union
ATTITU_011	Organizations/Clubs: Member Of: School or College Board
ATTITU_012	Organizations/Clubs: Member Of: Church Board
ATTITU_013	Organizations/Clubs: Member Of: Charitable Organizations
ATTITU_014	Organizations/Clubs: Member Of: Other
ATTITU_015	Organizations/Clubs: Member Of: None of the above

## EASI/MRI Automotive and Aftermarket

AUTOMO_001	Automotive and Aftermarket: All
AUTOMO_002	Automobiles And Other Vehicles: Number owned or leased: 5+
AUTOMO_003	Automobiles And Other Vehicles: Summary: Any domestic
AUTOMO_004	Automobiles And Other Vehicles: Summary: Any imported
AUTOMO_005	Automobiles And Other Vehicles: Summary: Domestic bought new
AUTOMO_006	Automobiles And Other Vehicles: Summary: Imported bought new
AUTOMO_007	Automobiles And Other Vehicles: Summary: New bought in last 12 months
AUTOMO_008	Automobiles And Other Vehicles: Summary: Used bought in last 12 months
AUTOMO_009	Automobiles And Other Vehicles: Summary: New domestic bought in last 12 months
AUTOMO_010	Automobiles And Other Vehicles: Summary: Used domestic bought in last 12 months
AUTOMO_011	Automobiles And Other Vehicles: Summary: New imported bought in last 12 months
AUTOMO_012	Automobiles And Other Vehicles: Summary: Used imported bought in last 12 months
AUTOMO_013	Automobiles And Other Vehicles: Latest year model: Latest model
AUTOMO_014	Automobiles And Other Vehicles: Bought or leased: Bought
AUTOMO_015	Automobiles And Other Vehicles: Bought or leased: Leased
AUTOMO_016	Automobiles And Other Vehicles: New/used: New
AUTOMO_017	Automobiles And Other Vehicles: New/used: Used
AUTOMO_018	Automobiles And Other Vehicles: Type: Convertible
AUTOMO_019	Automobiles And Other Vehicles: Type: Coupe/Sports Coupe/2 Door
AUTOMO_020	Automobiles And Other Vehicles: Type: Sedan/Hard Top/4 Door
AUTOMO_021	Automobiles And Other Vehicles: Type: Sedan/Hard Top/2 Door
AUTOMO_022	Automobiles And Other Vehicles: Type: Station Wagon
AUTOMO_023	Automobiles And Other Vehicles: Type: 3 Door Hatchback/Runabout
AUTOMO_024	Automobiles And Other Vehicles: Type: Van/Minivan
AUTOMO_025	Automobiles And Other Vehicles: Type: Sport/Utility Vehicle
AUTOMO_026	Automobiles And Other Vehicles: Type: Truck
AUTOMO_027	Automobiles And Other Vehicles: When Bought/leased: In last 12 months
AUTOMO_028	Automobiles And Other Vehicles: When Bought/leased: 1-2 years ago
AUTOMO_029	Automobiles And Other Vehicles: When Bought/leased: 3-4 years ago
AUTOMO_030	Automobiles And Other Vehicles: When Bought/leased: 5+ years ago

## EASI/MRI Automotive and Aftermarket

AUTOMO_031	Automobiles And Other Vehicles: How Bought: With cash
AUTOMO_032	Automobiles And Other Vehicles: How Bought: With trade-in
AUTOMO_033	Automobiles And Other Vehicles: How Bought: With financing from a dealer
AUTOMO_034	Automobiles And Other Vehicles: How Bought: With a bank loan
AUTOMO_035	Automobiles And Other Vehicles: How Bought: With a credit union loan
AUTOMO_036	Automobiles And Other Vehicles: How Bought: With financing through Chrysler Financial
AUTOMO_037	Automobiles And Other Vehicles: How Bought: With financing through GMAC
AUTOMO_038	Automobiles And Other Vehicles: How Bought: With financing through Ford Motor Credit
AUTOMO_039	Automobiles And Other Vehicles: How Bought: With financing from other auto manufacturer
AUTOMO_040	Automobiles And Other Vehicles: Amount spent in total: \$40,000+
AUTOMO_041	Automobiles And Other Vehicles: Amount spent in total: \$30,000 - \$39,999
AUTOMO_042	Automobiles And Other Vehicles: Amount spent in total: \$20,000 - \$29,999
AUTOMO_043	Automobiles And Other Vehicles: Amount spent in total: \$15,000 - \$19,999
AUTOMO_044	Automobiles And Other Vehicles: Amount spent in total: \$10,000 - \$14,999
AUTOMO_045	Automobiles And Other Vehicles: Amount spent in total: Under \$10,000
AUTOMO_046	Automobiles And Other Vehicles: Bought or leased to replace vehicle
AUTOMO_047	Automobiles And Other Vehicles: Did not Buy or lease to replace vehicle
AUTOMO_048	Automobiles And Other Vehicles: Principal driver: Yourself
AUTOMO_049	Automobiles And Other Vehicles: Principal driver: Someone else
AUTOMO_050	Automobiles And Other Vehicles: Maintenance: Primarily responsible: Yourself
AUTOMO_051	Automobiles And Other Vehicles: Maintenance: Primarily responsible: Someone else
AUTOMO_052	Automobiles And Other Vehicles: Transmission: Automatic
AUTOMO_053	Automobiles And Other Vehicles: Transmission: Manual
AUTOMO_054	Automobiles And Other Vehicles: Sound system: AM/FM stereo
AUTOMO_055	Automobiles And Other Vehicles: Sound system: AM/FM stereo with cassette
AUTOMO_056	Automobiles And Other Vehicles: Sound system: AM/FM stereo with compact disc player
AUTOMO_057	Automobiles And Other Vehicles: Services by (in last 12 months): Car dealer
AUTOMO_058	Automobiles And Other Vehicles: Services by (in last 12 months): Gas station/garage

## EASI/MRI Automotive and Aftermarket

AUTOMO_059	Automobiles And Other Vehicles: Services by (in last 12 months): Auto repair chain store
AUTOMO_060	Automobiles And Other Vehicles: Services by (in last 12 months): Discount dept. store
AUTOMO_061	Automobiles And Other Vehicles: Services by (in last 12 months): Yourself
AUTOMO_062	Automobiles And Other Vehicles: Services by (in last 12 months): Yourself/someone else
AUTOMO_063	Automobiles And Other Vehicles: Maintenance (in last 12 months):Alignment service/repair
AUTOMO_064	Automobiles And Other Vehicles: Maintenance (in last 12 months):Brake lining or pad replacement
AUTOMO_065	Automobiles And Other Vehicles: Maintenance (in last 12 months):Clutch replacement
AUTOMO_066	Automobiles And Other Vehicles: Maintenance (in last 12 months):Major engine repair
AUTOMO_067	Automobiles And Other Vehicles: Maintenance (in last 12 months):Minor engine repair
AUTOMO_068	Automobiles And Other Vehicles: Maintenance (in last 12 months):Paint job
AUTOMO_069	Automobiles And Other Vehicles: Maintenance (in last 12 months):Tune-up
AUTOMO_070	Automobiles And Other Vehicles: Manufacturer: Buick
AUTOMO_071	Automobiles And Other Vehicles: Manufacturer: Cadillac
AUTOMO_072	Automobiles And Other Vehicles: Manufacturer: Chevrolet
AUTOMO_073	Automobiles And Other Vehicles: Manufacturer: Chrysler
AUTOMO_074	Automobiles And Other Vehicles: Manufacturer: Dodge
AUTOMO_075	Automobiles And Other Vehicles: Manufacturer: Eagle
AUTOMO_076	Automobiles And Other Vehicles: Manufacturer: Ford
AUTOMO_077	Automobiles And Other Vehicles: Manufacturer: Geo
AUTOMO_078	Automobiles And Other Vehicles: Manufacturer: GMC
AUTOMO_079	Automobiles And Other Vehicles: Manufacturer: Hummer
AUTOMO_080	Automobiles And Other Vehicles: Manufacturer: Jeep
AUTOMO_081	Automobiles And Other Vehicles: Manufacturer: Lincoln
AUTOMO_082	Automobiles And Other Vehicles: Manufacturer: Mercury
AUTOMO_083	Automobiles And Other Vehicles: Manufacturer: Oldsmobile
AUTOMO_084	Automobiles And Other Vehicles: Manufacturer: Plymouth
AUTOMO_085	Automobiles And Other Vehicles: Manufacturer: Pontiac
AUTOMO_086	Automobiles And Other Vehicles: Manufacturer: Saturn
AUTOMO_087	Automobiles And Other Vehicles: Manufacturer: Acura
AUTOMO_088	Automobiles And Other Vehicles: Manufacturer: Alfa Romeo
AUTOMO_089	Automobiles And Other Vehicles: Manufacturer: Audi
AUTOMO_090	Automobiles And Other Vehicles: Manufacturer: BMW
AUTOMO_091	Automobiles And Other Vehicles: Manufacturer: Daewoo

## EASI/MRI Automotive and Aftermarket

AUTOMO_092	Automobiles And Other Vehicles: Manufacturer: Ferrari
AUTOMO_093	Automobiles And Other Vehicles: Manufacturer: Fiat
AUTOMO_094	Automobiles And Other Vehicles: Manufacturer: Honda
AUTOMO_095	Automobiles And Other Vehicles: Manufacturer: Hyundai
AUTOMO_096	Automobiles And Other Vehicles: Manufacturer: Infiniti
AUTOMO_097	Automobiles And Other Vehicles: Manufacturer: Isuzu
AUTOMO_098	Automobiles And Other Vehicles: Manufacturer: Jaguar
AUTOMO_099	Automobiles And Other Vehicles: Manufacturer: Kia
AUTOMO_100	Automobiles And Other Vehicles: Manufacturer: Land Rover
AUTOMO_101	Automobiles And Other Vehicles: Manufacturer: Lexus
AUTOMO_102	Automobiles And Other Vehicles: Manufacturer: Other
AUTOMO_103	Automobiles And Other Vehicles: Manufacturer: Mazda
AUTOMO_104	Automobiles And Other Vehicles: Manufacturer: Mercedes
AUTOMO_105	Automobiles And Other Vehicles: Manufacturer: MG
AUTOMO_106	Automobiles And Other Vehicles: Manufacturer: Mitsubishi
AUTOMO_107	Automobiles And Other Vehicles: Manufacturer: Nissan
AUTOMO_108	Automobiles And Other Vehicles: Manufacturer: Peugeot
AUTOMO_109	Automobiles And Other Vehicles: Manufacturer: Porsche
AUTOMO_110	Automobiles And Other Vehicles: Manufacturer: Renault
AUTOMO_111	Automobiles And Other Vehicles: Manufacturer: Rolls Royce
AUTOMO_112	Automobiles And Other Vehicles: Manufacturer: SAAB
AUTOMO_113	Automobiles And Other Vehicles: Manufacturer: Scion
AUTOMO_114	Automobiles And Other Vehicles: Manufacturer: Subaru
AUTOMO_115	Automobiles And Other Vehicles: Manufacturer: Suzuki
AUTOMO_116	Automobiles And Other Vehicles: Manufacturer: Toyota
AUTOMO_117	Automobiles And Other Vehicles: Manufacturer: Triumph
AUTOMO_118	Automobiles And Other Vehicles: Manufacturer: Volkswagen
AUTOMO_119	Automobiles And Other Vehicles: Manufacturer: Volvo
AUTOMO_120	Automobiles And Other Vehicles: Size of vehicle: Subcompact car
AUTOMO_121	Automobiles And Other Vehicles: Size of vehicle: Compact car
AUTOMO_122	Automobiles And Other Vehicles: Size of vehicle: Intermediate car
AUTOMO_123	Automobiles And Other Vehicles: Size of vehicle: Standard car
AUTOMO_124	Automobiles And Other Vehicles: Size of vehicle: Luxury car
AUTOMO_125	Automobiles And Other Vehicles: Size of vehicle: Compact Pickup
AUTOMO_126	Automobiles And Other Vehicles: Size of vehicle: Full Size Pickup
AUTOMO_127	Automobiles And Other Vehicles: Size of vehicle: Minivan
AUTOMO_128	Automobiles And Other Vehicles: Size of vehicle: Van

## EASI/MRI Automotive and Aftermarket

AUTOMO_129	Automobiles And Other Vehicles: Size of vehicle: Compact Sport/Utility
AUTOMO_130	Automobiles And Other Vehicles: Size of vehicle: Full Size Sport/Utility
AUTOMO_131	Auto Clubs: Belong to an auto club
AUTOMO_132	Auto Clubs: Member of AAA
AUTOMO_133	Auto Clubs: Member of AARP
AUTOMO_134	Auto Clubs: Member of Allstate
AUTOMO_135	Auto Clubs: Member of Amoco
AUTOMO_136	Auto Clubs: Member of Car dealer
AUTOMO_137	Auto Clubs: Member of other
AUTOMO_138	Motorcycles: Number Owned: Household owns any
AUTOMO_139	Motorcycles: Number Owned: 1
AUTOMO_140	Motorcycles: Bought new or used: Net Any Motorcycle: New
AUTOMO_141	Motorcycles: Bought new or used: Net Any Motorcycle: Used
AUTOMO_142	Motorcycles: Decision Maker: Net Any Motorcycle: Yourself
AUTOMO_143	Motorcycles: Decision Maker: Net Any Motorcycle: Someone else
AUTOMO_144	Motorcycles: When acquired: Net Any Motorcycle: In last 12 months
AUTOMO_145	Motorcycles: When acquired: Net Any Motorcycle: 1-2 years ago
AUTOMO_146	Motorcycles: When acquired: Net Any Motorcycle: 3-4 years ago
AUTOMO_147	Motorcycles: When acquired: Net Any Motorcycle: 5+ years ago
AUTOMO_148	Car Wax & Polish: Bought in last 12 Months: Total Category
AUTOMO_149	Car Wax & Polish: Bought in last 12 Months: Used for: Cars
AUTOMO_150	Car Wax & Polish: Bought in last 12 Months: Used for: Trucks
AUTOMO_151	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: Less than \$50
AUTOMO_152	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$ 50 - \$ 74
AUTOMO_153	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$ 75 - \$ 99
AUTOMO_154	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$100 - \$149
AUTOMO_155	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$150 - \$199
AUTOMO_156	Gasoline: Bought in Last 6 Months: Amt. spent in last 30 days: \$200+
AUTOMO_157	Gasoline: Bought in Last 6 Months: How paid in last 30 days: Cash
AUTOMO_158	Gasoline: Bought in Last 6 Months: How paid in last 30 days: Oil company/Gasoline credit card
AUTOMO_159	Gasoline: Bought in Last 6 Months: How paid in last 30 days: General purpose credit card

## EASI/MRI Automotive and Aftermarket

AUTOMO_160	Gasoline: Bought in Last 6 Months: How paid in last 30 days: Debit card
AUTOMO_161	Gasoline Additives: Bought in last 12 Months: Total Category
AUTOMO_162	Leather And Vinyl Protectants: Bought in last 12 Months: Total Category
AUTOMO_163	Motor Oil: Bought/Changed by in last 12 Months: Total Category
AUTOMO_164	Motor Oil: Changed by in last 12 Months: Yourself
AUTOMO_165	Motor Oil: Changed by in last 12 Months: Other household member
AUTOMO_166	Motor Oil: Changed by in last 12 Months: Gas station
AUTOMO_167	Motor Oil: Changed by in last 12 Months: Car dealer
AUTOMO_168	Motor Oil: Changed by in last 12 Months: Tire dealer
AUTOMO_169	Motor Oil: Changed by in last 12 Months: Auto repair chain store
AUTOMO_170	Motor Oil: Changed by in last 12 Months: Jiffy Lube
AUTOMO_171	Motor Oil: Changed by in last 12 Months: Other Quick Lube Center
AUTOMO_172	Motor Oil: Changed by in last 12 Months: Discount store service center
AUTOMO_173	Motor Oil: Changed by in last 12 Months: Other
AUTOMO_174	Motor Oil: Bought in last 12 Months: Advance Auto Parts Store
AUTOMO_175	Motor Oil: Bought in last 12 Months: Other
AUTOMO_176	Motor Oil: Bought in last 12 Months: K Mart
AUTOMO_177	Motor Oil: Bought in last 12 Months: Pep Boys
AUTOMO_178	Motor Oil: Bought in last 12 Months: Sears
AUTOMO_179	Motor Oil: Bought in last 12 Months: Target
AUTOMO_180	Motor Oil: Bought in last 12 Months: Wal-Mart
AUTOMO_181	Motor Oil: Bought in last 12 Months: Other auto parts store
AUTOMO_182	Motor Oil: Bought in last 12 Months: Gas station
AUTOMO_183	Motor Oil: Bought in last 12 Months: Grocery/supermarket
AUTOMO_184	Motor Oil: Bought in last 12 Months: Other Discount/Department store
AUTOMO_185	Motor Oil: Bought in last 12 Months: Who decides the brand used?: Yourself
AUTOMO_186	Motor Oil: Bought in last 12 Months: Who decides the brand used?: Someone else
AUTOMO_187	Mufflers: Bought
AUTOMO_188	Mufflers: Installed by: Yourself
AUTOMO_189	Mufflers: Installed by: Another household member
AUTOMO_190	Mufflers: Installed by: Service center or dealer
AUTOMO_191	Mufflers: Installed by: Auto repair chain store
AUTOMO_192	Mufflers: Installed by: Other
AUTOMO_193	Oil Filters: Bought in last 12 Months: Total Category

## EASI/MRI Automotive and Aftermarket

AUTOMO_194	Oil Filters: Bought in last 12 Months: Installed by: Yourself
AUTOMO_195	Oil Filters: Bought in last 12 Months: Installed by: Another household member
AUTOMO_196	Oil Filters: Bought in last 12 Months: Installed by: Service centers or dealers
AUTOMO_197	Oil Filters: Bought in last 12 Months: Installed by: Other
AUTOMO_198	Oil Filters: Bought in last 12 Months: Advance Auto Parts Store
AUTOMO_199	Oil Filters: Bought in last 12 Months: AutoZone
AUTOMO_200	Oil Filters: Bought in last 12 Months: Other
AUTOMO_201	Oil Filters: Bought in last 12 Months: Goodyear
AUTOMO_202	Oil Filters: Bought in last 12 Months: N.A.P.A.
AUTOMO_203	Oil Filters: Bought in last 12 Months: O'Reilly Auto Parts
AUTOMO_204	Oil Filters: Bought in last 12 Months: Pep Boys
AUTOMO_205	Oil Filters: Bought in last 12 Months: Quick Lube center
AUTOMO_206	Oil Filters: Bought in last 12 Months: Wal-Mart
AUTOMO_207	Oil Filters: Bought in last 12 Months: Other auto parts store
AUTOMO_208	Oil Filters: Bought in last 12 Months: Car dealer
AUTOMO_209	Oil Filters: Bought in last 12 Months: Discount auto
AUTOMO_210	Oil Filters: Bought in last 12 Months: Gas station/garage
AUTOMO_211	Oil Filters: Bought in last 12 Months: Other Discount/Department Store
AUTOMO_212	Oil Filters: Bought in last 12 Months: Who decides the brand bought?: Yourself
AUTOMO_213	Oil Filters: Bought in last 12 Months: Who decides the brand bought?: Someone else
AUTOMO_214	Tires: Bought in last 12 Months: Total Category
AUTOMO_215	Tires: Bought in last 12 Months: Discount Tire Co.
AUTOMO_216	Tires: Bought in last 12 Months: Firestone Tire & Service Center
AUTOMO_217	Tires: Bought in last 12 Months: Goodyear
AUTOMO_218	Tires: Bought in last 12 Months: K Mart
AUTOMO_219	Tires: Bought in last 12 Months: NTB National Tire & Battery
AUTOMO_220	Tires: Bought in last 12 Months: Pep Boys
AUTOMO_221	Tires: Bought in last 12 Months: Sears
AUTOMO_222	Tires: Bought in last 12 Months: Wal-Mart
AUTOMO_223	Tires: Bought in last 12 Months: Auto parts store
AUTOMO_224	Tires: Bought in last 12 Months: Gas station
AUTOMO_225	Tires: Bought in last 12 Months: Other tire dealer/store
AUTOMO_226	Tires: Bought in last 12 Months: Amt. spent in last 12 months: Under \$100
AUTOMO_227	Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$100 - \$249

## EASI/MRI Automotive and Aftermarket

AUTOMO_228	Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$250 - \$499
AUTOMO_229	Tires: Bought in last 12 Months: Amt. spent in last 12 months: \$500+
AUTOMO_230	Mean amount spent on gasoline
AUTOMO_231	Mileage: Number Of Miles Personally Driven: Mean

EASI/MRI Baby	
BABY__001	Baby: All
BABY__002	Baby Furniture & Equipment: Bought: Baby carrier-back pack: Now owns
BABY__003	Baby Furniture & Equipment: Bought: Baby carrier-back pack: Bought in last 6 months
BABY__004	Baby Furniture & Equipment: Bought: Baby car bed: Now owns
BABY__005	Baby Furniture & Equipment: Bought: Baby car bed: Bought in last 6 months
BABY__006	Baby Furniture & Equipment: Bought: Baby car seat: Now owns
BABY__007	Baby Furniture & Equipment: Bought: Baby car seat: Bought in last 6 months
BABY__008	Baby Furniture & Equipment: Bought: Bathing/dressing table: Now owns
BABY__009	Baby Furniture & Equipment: Bought: Bathing/dressing table: Bought in last 6 months
BABY__010	Baby Furniture & Equipment: Bought: Baby bath tub: Now owns
BABY__011	Baby Furniture & Equipment: Bought: Baby bath tub: Bought in last 6 months
BABY__012	Baby Furniture & Equipment: Bought: Baby mobiles: Now owns
BABY__013	Baby Furniture & Equipment: Bought: Baby mobiles: Bought in last 6 months
BABY__014	Baby Furniture & Equipment: Bought: Baby rattles: Now owns
BABY__015	Baby Furniture & Equipment: Bought: Baby rattles: Bought in last 6 months
BABY__016	Baby Furniture & Equipment: Bought: Cradle gym: Now owns
BABY__017	Baby Furniture & Equipment: Bought: Cradle gym: Bought in last 6 months
BABY__018	Baby Furniture & Equipment: Bought: Crib mattress: Now owns
BABY__019	Baby Furniture & Equipment: Bought: Crib mattress: Bought in last 6 months
BABY__020	Baby Furniture & Equipment: Bought: High chair: Now owns
BABY__021	Baby Furniture & Equipment: Bought: High chair: Bought in last 6 months
BABY__022	Baby Furniture & Equipment: Bought: Infant crib: Now owns
BABY__023	Baby Furniture & Equipment: Bought: Infant crib: Bought in last 6 months
BABY__024	Baby Furniture & Equipment: Bought: Jump seat: Now owns
BABY__025	Baby Furniture & Equipment: Bought: Jump seat: Bought in last 6 months
BABY__026	Baby Furniture & Equipment: Bought: Juvenile bed: Now owns
BABY__027	Baby Furniture & Equipment: Bought: Juvenile bed: Bought in last 6 months
BABY__028	Baby Furniture & Equipment: Bought: Playpen: Now owns
BABY__029	Baby Furniture & Equipment: Bought: Playpen: Bought in last 6 months

<b>EASI/MRI Baby</b>	
BABY__030	Baby Furniture & Equipment: Bought: Stroller: Now owns
BABY__031	Baby Furniture & Equipment: Bought: Stroller: Bought in last 6 months
BABY__032	Baby Furniture & Equipment: Bought: Stuffed toys: Now owns
BABY__033	Baby Furniture & Equipment: Bought: Stuffed toys: Bought in last 6 months
BABY__034	Baby Furniture & Equipment: Bought: Toilet chair: Now owns
BABY__035	Baby Furniture & Equipment: Bought: Toilet chair: Bought in last 6 months
BABY__036	Baby Furniture & Equipment: Bought: Walker: Now owns
BABY__037	Baby Furniture & Equipment: Bought: Walker: Bought in last 6 months
BABY__038	Baby Furniture & Equipment: Bought: Other: Now owns
BABY__039	Baby Furniture & Equipment: Bought: Other: Bought in last 6 months
BABY__040	Baby Furniture & Equipment: Bought: Any Baby Furniture & Equipment: Now owns
BABY__041	Baby Furniture & Equipment: Bought: Any Baby Furniture & Equipment: Bought in last 6 months
BABY__042	Baby Lotion: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__043	Baby Nursers: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__044	Baby Oil: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__045	Baby Ointments: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__046	Baby Powder: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__047	Baby Furniture & Equipment - Amount Spent In Total: Less than \$100
BABY__048	Baby Furniture & Equipment - Amount Spent In Total: \$100+
BABY__049	Children's Clothing: Amount Spent In Total: \$50 or less
BABY__050	Children's Clothing: Amount Spent In Total: \$51 - \$99
BABY__051	Children's Clothing: Amount Spent In Total: \$100-\$199
BABY__052	Children's Clothing: Amount Spent In Total: \$200-\$399
BABY__053	Children's Clothing: Amount Spent In Total: \$400+
BABY__054	Children's Toys & Games: Amount Spent In Total: Under \$50
BABY__055	Children's Toys & Games: Amount Spent In Total: \$50 - \$99
BABY__056	Children's Toys & Games: Amount Spent In Total: \$100 - \$199
BABY__057	Children's Toys & Games: Amount Spent In Total: \$200 - \$499
BABY__058	Children's Toys & Games: Amount Spent In Total: \$500 - \$999
BABY__059	Children's Toys & Games: Amount Spent In Total: \$1,000+
BABY__060	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Total Category

EASI/MRI Baby	
BABY__061	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$25 or Less
BABY__062	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$26 - \$50
BABY__063	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$51 - \$99
BABY__064	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$100 - \$199
BABY__065	Children's Shoes: Principal Shoppers Households: Bought/Last 6 Months: Amount Spent: \$200+
BABY__066	Disposable Diapers/Underpants: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__067	Infant Cereal: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__068	Pain Relievers & Fever Reducers For Children: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__069	Prepared Infant Formula: Principal Shoppers Households: Used in last 6 months: Total Category
BABY__070	Vitamins For Children: Principal Shoppers Households: Used in last 6 months: Total Category

<b>EASI/MRI Beverages</b>	
BEVERA_001	Beverages: All
BEVERA_002	Bourbon: Total Users: Drank in Last 6 Months
BEVERA_003	Bottled Water & Seltzer: Total Users: Drank in Last 6 Months
BEVERA_004	Brandy: Total Users: Drank in Last 6 Months
BEVERA_005	Canadian Whisky: Total Users: Drank in Last 6 Months
BEVERA_006	Champagne, Cold Duck & Sparkling Wines: Total Users: Drank in Last 6 Months
BEVERA_007	Cognac: Total Users: Drank in Last 6 Months
BEVERA_008	Cordials & Liqueurs: Total Users: Drank in Last 6 Months
BEVERA_009	Diet Cola Drinks: Total Users: Drank in Last 6 Months
BEVERA_010	Domestic Dinner/Table Wines: Total Users: Drank in Last 6 Months
BEVERA_011	Flavored Alcoholic Beverages/Coolers: Total Users: Drank in Last 6 Months
BEVERA_012	Gin: Total Users: Drank in Last 6 Months
BEVERA_013	Imported Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_014	Imported Dinner/Table Wines: Total Users: Drank in Last 6 Months
BEVERA_015	Irish Whiskey: Total Users: Drank in Last 6 Months
BEVERA_016	Low Calorie Domestic Beer: Total Users: Drank in Last 6 Months
BEVERA_017	Low/No Alcohol Beer: Total Users: Drank in Last 6 Months
BEVERA_018	Malt Liquor: Total Users: Drank in Last 6 Months
BEVERA_019	Mixed Drinks: Total Users: Drank in Last 6 Months
BEVERA_020	Other Diet Soft Drinks, Not Colas: Total Users: Drank in Last 6 Months
BEVERA_021	Other Regular Carbonated Soft Drinks: Total Users: Drank in Last 6 Months
BEVERA_022	Popular Domestic Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_023	Port, Sherry & Dessert Wines: Total Users: Drank in Last 6 Months
BEVERA_024	Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_025	Prepared Mixed Drinks With Liquor: Total Users: Drank in Last 6 Months
BEVERA_026	Prepared Mixed Drinks Without Liquor: Total Users: Drank in Last 6 Months
BEVERA_027	Ready To Drink Iced Tea: Total Users: Drank in Last 6 Months
BEVERA_028	Regular Cola Drinks, Not Diet: Total Users: Drank in Last 6 Months
BEVERA_029	Regular Domestic Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_030	Rum: Total Users: Drank in Last 6 Months
BEVERA_031	Rye Or Blended Whiskey: Total Users: Drank in Last 6 Months
BEVERA_032	Scotch Whisky: Total Users: Drank in Last 6 Months
BEVERA_033	Sports Drinks/Thirst Quenchers: Total Users: Drank in Last 6 Months

EASI/MRI Beverages	
BEVERA_034	Super Premium Domestic Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_035	Tequila: Total Users: Drank in Last 6 Months
BEVERA_036	Total Beer/Ale: Total Users: Drank in Last 6 Months
BEVERA_037	Vermouth: Total Users: Drank in Last 6 Months
BEVERA_038	Vodka: Total Users: Drank in Last 6 Months
BEVERA_039	Frozen Orange Juice: Principal Shoppers Households: Used in last 6 months
BEVERA_040	Grapefruit Juice: Principal Shoppers Households: Used in last 6 months
BEVERA_041	Orange Juice Not Frozen: Principal Shoppers Households: Used in last 6 months
BEVERA_042	Other Fruit Juices & Drinks: Principal Shoppers Households: Used in last 6 months
BEVERA_043	Tomato And Vegetable Juices: Principal Shoppers Households: Used in last 6 months
BEVERA_044	Flavored Instant Coffee: Principal Shoppers Households: Used in last 6 months
BEVERA_045	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Total Category
BEVERA_046	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Flavored
BEVERA_047	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Unflavored
BEVERA_048	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Decaffeinated
BEVERA_049	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Regular (Not Decaffeinated)
BEVERA_050	Ground Coffee: Principal Shoppers Households: Used in last 6 months: A & P 8 O'Clock (Regular)
BEVERA_051	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Chase & Sanborn (Regular)
BEVERA_052	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Chock Full O' Nuts (Regular)
BEVERA_053	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Breakfast Blend
BEVERA_054	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Classic Roast
BEVERA_055	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Classic Roast (Decaf)
BEVERA_056	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers 100% Colombian
BEVERA_057	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers French Roast
BEVERA_058	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Gourmet Supreme
BEVERA_059	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Folgers Special Roast
BEVERA_060	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other Folgers

<b>EASI/MRI Beverages</b>	
BEVERA_061	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Gevalia
BEVERA_062	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Hills Bros. (Regular)
BEVERA_063	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Hills Bros. (Decaf)
BEVERA_064	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Colombian Supreme
BEVERA_065	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House 1892
BEVERA_066	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Filter Packs
BEVERA_067	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House (Decaf)
BEVERA_068	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Lite
BEVERA_069	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House Master Blend (Regular)
BEVERA_070	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House French Roast (Regular)
BEVERA_071	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Maxwell House (Regular)
BEVERA_072	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other Maxwell House
BEVERA_073	Ground Coffee: Principal Shoppers Households: Used in last 6 months: MJB (Regular)
BEVERA_074	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Peet's
BEVERA_075	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Sanka
BEVERA_076	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Starbucks
BEVERA_077	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Yuban (Regular)
BEVERA_078	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Gourmet/Coffee Bar Brand
BEVERA_079	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Store's Own Brand (Regular)
BEVERA_080	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Store's Own Brand (Decaf)
BEVERA_081	Ground Coffee: Principal Shoppers Households: Used in last 6 months: Other
BEVERA_082	Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Total Category
BEVERA_083	Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Decaffeinated
BEVERA_084	Instant Or Freeze-Dried Coffee: Principal Shoppers Households: Used in last 6 months: Regular (Not Decaffeinated)
BEVERA_085	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Total Category
BEVERA_086	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Eight O'Clock

## EASI/MRI Beverages

BEVERA_087	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Folgers
BEVERA_088	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Gevalia
BEVERA_089	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Millstone
BEVERA_090	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Nescafe
BEVERA_091	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Peet's
BEVERA_092	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Starbucks
BEVERA_093	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Stores Own Brand
BEVERA_094	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Other
BEVERA_095	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Decaffeinated
BEVERA_096	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Caffeinated
BEVERA_097	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Flavored
BEVERA_098	Whole Coffee Beans: Principal Shoppers Households: Used in last 6 months: Unflavored

EASI/MRI Computers	
COMPUT_001	Computers: All
COMPUT_002	Personal Computers (Desktop: Own at home) or Personal Computers (Laptop/Notebook/Tablet: Own at home)
COMPUT_003	Personal Computers - At Home Or At Work: Household owns a personal computer
COMPUT_004	Personal Computers: Desktop: Own at home
COMPUT_005	Personal Computers: Laptop/Notebook/Tablet: Own at home
COMPUT_006	Personal Computers: Acer: Own at home
COMPUT_007	Personal Computers: Compaq: Own at home
COMPUT_008	Personal Computers: Dell: Own at home
COMPUT_009	Personal Computers: e Machines: Own at home
COMPUT_010	Personal Computers: Fujitsu: Own at home
COMPUT_011	Personal Computers: Gateway: Own at home
COMPUT_012	Personal Computers: Hewlett-Packard (HP): Own at home
COMPUT_013	Personal Computers: IBM: Own at home
COMPUT_014	Personal Computers: NEC: Own at home
COMPUT_015	Personal Computers: Packard Bell: Own at home
COMPUT_016	Personal Computers: Sony Vaio: Own at home
COMPUT_017	Personal Computers: Toshiba: Own at home
COMPUT_018	Personal Computers: Other: Own at home
COMPUT_019	Personal Computers: Peripherals: CD ROM Drive: Own at home
COMPUT_020	Personal Computers: Peripherals: CD-RW Drive (CD Burner): Own at home
COMPUT_021	Personal Computers: Peripherals: DVD Drive: Own at home
COMPUT_022	Personal Computers: Peripherals: Modem/Fax Modem: Own at home
COMPUT_023	Personal Computers: Peripherals: LAN/Network Interface Cards: Own at home
COMPUT_024	Personal Computers: Peripherals: Microphone: Own at home
COMPUT_025	Personal Computers: Peripherals: Monitor - LCD/Flat Panel: Own at home
COMPUT_026	Personal Computers: Peripherals: Monitor - Standard/Tube: Own at home
COMPUT_027	Personal Computers: Peripherals: Printer - Ink Jet: Own at home
COMPUT_028	Personal Computers: Peripherals: Printer - Laser: Own at home
COMPUT_029	Personal Computers: Peripherals: Removable Cartridge Storage Device: Own at home
COMPUT_030	Personal Computers: Peripherals: Scanner: Own at home
COMPUT_031	Personal Computers: Peripherals: Speakers: Own at home
COMPUT_032	Personal Computers: Peripherals: Surge Protector: Own at home
COMPUT_033	Personal Computers: Peripherals: Tape Backup: Own at home

EASI/MRI Computers	
COMPUT_034	Personal Computers: Peripherals: Webcam: Own at home
COMPUT_035	Personal Computers: Peripherals: Other: Own at home
COMPUT_036	Personal Computers: Apple/Mac: Apple eMac: Own at home
COMPUT_037	Personal Computers: Apple/Mac: Apple iBook: Own at home
COMPUT_038	Personal Computers: Apple/Mac: Apple iMac: Own at home
COMPUT_039	Personal Computers: Apple/Mac: Apple Macintosh: Own at home
COMPUT_040	Personal Computers: Apple/Mac: Apple PowerBook: Own at home
COMPUT_041	Personal Computers: Apple/Mac: Power Mac: Own at home
COMPUT_042	Personal Computers: Apple/Mac: Other Apple/Mac: Own at home
COMPUT_043	Personal Computers: Operating Systems: Apple/Mac OS 8.x: Own at home
COMPUT_044	Personal Computers: Operating Systems: Apple/Mac OS 9.x: Own at home
COMPUT_045	Personal Computers: Operating Systems: Apple/Mac OS X (10.x): Own at home
COMPUT_046	Personal Computers: Operating Systems: Linux: Own at home
COMPUT_047	Personal Computers: Operating Systems: MS DOS: Own at home
COMPUT_048	Personal Computers: Operating Systems: MS Windows 3.X: Own at home
COMPUT_049	Personal Computers: Operating Systems: MS Windows NT: Own at home
COMPUT_050	Personal Computers: Operating Systems: MS Windows '95: Own at home
COMPUT_051	Personal Computers: Operating Systems: MS Windows '98: Own at home
COMPUT_052	Personal Computers: Operating Systems: MS Windows 2000: Own at home
COMPUT_053	Personal Computers: Operating Systems: MS Windows XP: Own at home
COMPUT_054	Personal Computers: Operating Systems: MS Windows XP/Pentablet: Own at home
COMPUT_055	Personal Computers: Operating Systems: Unix: Own at home
COMPUT_056	Personal Computers: Operating Systems: Other: Own at home
COMPUT_057	Personal Computers: Software: Accounting: Own at home
COMPUT_058	Personal Computers: Software: CAD/CAM: Own at home
COMPUT_059	Personal Computers: Software: Communications/Fax: Own at home
COMPUT_060	Personal Computers: Software: Database/filing: Own at home
COMPUT_061	Personal Computers: Software: Desktop Publishing: Own at home
COMPUT_062	Personal Computers: Software: Education/training: Own at home
COMPUT_063	Personal Computers: Software: Entertainment/Games: Own at home

EASI/MRI Computers	
COMPUT_064	Personal Computers: Software: Personal finance/Tax prep: Own at home
COMPUT_065	Personal Computers: Software: Presentation graphics: Own at home
COMPUT_066	Personal Computers: Software: Multimedia: Own at home
COMPUT_067	Personal Computers: Software: Networking: Own at home
COMPUT_068	Personal Computers: Software: Online Meeting/Conference: Own at home
COMPUT_069	Personal Computers: Software: Security/Anti-virus: Own at home
COMPUT_070	Personal Computers: Software: Spreadsheet: Own at home
COMPUT_071	Personal Computers: Software: Utility: Own at home
COMPUT_072	Personal Computers: Software: Web Authoring: Own at home
COMPUT_073	Personal Computers: Software: Word Processing: Own at home
COMPUT_074	Personal Computers: Software: Other: Own at home
COMPUT_075	Personal Computers: Summary: Any Brand: Own at home
COMPUT_076	Personal Computers: Summary: Any IBM/IBM-compatible Brand: Own at home
COMPUT_077	Personal Computers: Summary: Any Apple/Apple Mac Clone Brand: Own at home
COMPUT_078	Personal Computers: Summary: Any Peripherals: Own at home
COMPUT_079	Personal Computers: Summary: Any Software: Own at home
COMPUT_080	Personal Computers: Desktop: Use at work
COMPUT_081	Personal Computers: Laptop/Notebook/Tablet: Use at work
COMPUT_082	Personal Computers: Acer: Use at work
COMPUT_083	Personal Computers: Compaq: Use at work
COMPUT_084	Personal Computers: Dell: Use at work
COMPUT_085	Personal Computers: e Machines: Use at work
COMPUT_086	Personal Computers: Fujitsu: Use at work
COMPUT_087	Personal Computers: Gateway: Use at work
COMPUT_088	Personal Computers: Hewlett-Packard (HP): Use at work
COMPUT_089	Personal Computers: IBM: Use at work
COMPUT_090	Personal Computers: NEC: Use at work
COMPUT_091	Personal Computers: Packard Bell: Use at work
COMPUT_092	Personal Computers: Sony Vaio: Use at work
COMPUT_093	Personal Computers: Toshiba: Use at work
COMPUT_094	Personal Computers: Other: Use at work
COMPUT_095	Personal Computers: Peripherals: CD ROM Drive: Use at work
COMPUT_096	Personal Computers: Peripherals: CD-RW Drive (CD Burner): Use at work
COMPUT_097	Personal Computers: Peripherals: DVD Drive: Use at work
COMPUT_098	Personal Computers: Peripherals: Modem/Fax Modem: Use at

EASI/MRI Computers	
	work
COMPUT_099	Personal Computers: Peripherals: LAN/Network Interface Cards: Use at work
COMPUT_100	Personal Computers: Peripherals: Microphone: Use at work
COMPUT_101	Personal Computers: Peripherals: Monitor - LCD/Flat Panel: Use at work
COMPUT_102	Personal Computers: Peripherals: Monitor - Standard/Tube: Use at work
COMPUT_103	Personal Computers: Peripherals: Printer - Ink Jet: Use at work
COMPUT_104	Personal Computers: Peripherals: Printer - Laser: Use at work
COMPUT_105	Personal Computers: Peripherals: Removable Cartridge Storage Device: Use at work
COMPUT_106	Personal Computers: Peripherals: Scanner: Use at work
COMPUT_107	Personal Computers: Peripherals: Speakers: Use at work
COMPUT_108	Personal Computers: Peripherals: Surge Protector: Use at work
COMPUT_109	Personal Computers: Peripherals: Tape Backup: Use at work
COMPUT_110	Personal Computers: Peripherals: Webcam: Use at work
COMPUT_111	Personal Computers: Peripherals: Other: Use at work
COMPUT_112	Personal Computers: Operating Systems: Apple/Mac OS 8.x: Use at work
COMPUT_113	Personal Computers: Operating Systems: Apple/Mac OS 9.x: Use at work
COMPUT_114	Personal Computers: Operating Systems: Apple/Mac OS X (10.x): Use at work
COMPUT_115	Personal Computers: Operating Systems: Linux: Use at work
COMPUT_116	Personal Computers: Operating Systems: MS DOS: Use at work
COMPUT_117	Personal Computers: Operating Systems: MS Windows 3.X: Use at work
COMPUT_118	Personal Computers: Operating Systems: MS Windows NT: Use at work
COMPUT_119	Personal Computers: Operating Systems: MS Windows '95: Use at work
COMPUT_120	Personal Computers: Operating Systems: MS Windows '98: Use at work
COMPUT_121	Personal Computers: Operating Systems: MS Windows 2000: Use at work
COMPUT_122	Personal Computers: Operating Systems: MS Windows XP: Use at work
COMPUT_123	Personal Computers: Operating Systems: MS Windows XP/Pentablet: Use at work
COMPUT_124	Personal Computers: Operating Systems: Unix: Use at work
COMPUT_125	Personal Computers: Operating Systems: Other: Use at work
COMPUT_126	Personal Computers: Software: Accounting: Use at work
COMPUT_127	Personal Computers: Software: CAD/CAM: Use at work
COMPUT_128	Personal Computers: Software: Communications/Fax: Use at work

EASI/MRI Computers	
COMPUT_129	Personal Computers: Software: Database/filing: Use at work
COMPUT_130	Personal Computers: Software: Desktop Publishing: Use at work
COMPUT_131	Personal Computers: Software: Education/training: Use at work
COMPUT_132	Personal Computers: Software: Entertainment/Games: Use at work
COMPUT_133	Personal Computers: Software: Personal finance/Tax prep: Use at work
COMPUT_134	Personal Computers: Software: Presentation graphics: Use at work
COMPUT_135	Personal Computers: Software: Multimedia: Use at work
COMPUT_136	Personal Computers: Software: Networking: Use at work
COMPUT_137	Personal Computers: Software: Online Meeting/Conference: Use at work
COMPUT_138	Personal Computers: Software: Security/Anti-virus: Use at work
COMPUT_139	Personal Computers: Software: Spreadsheet: Use at work
COMPUT_140	Personal Computers: Software: Utility: Use at work
COMPUT_141	Personal Computers: Software: Web Authoring: Use at work
COMPUT_142	Personal Computers: Software: Word Processing: Use at work
COMPUT_143	Personal Computers: Software: Other: Use at work
COMPUT_144	Personal Computers: Summary: Any Brand: Use at work
COMPUT_145	Personal Computers: Summary: Any IBM/IBM-compatible Brand: Use at work
COMPUT_146	Personal Computers: Summary: Any Apple/Apple Mac Clone Brand: Use at work
COMPUT_147	Personal Computers: Summary: Any Peripherals: Use at work
COMPUT_148	Personal Computers: Summary: Any Software: Use at work
COMPUT_149	Personal Computers At Home: Amount Spent On Software: Under \$100
COMPUT_150	Personal Computers At Home: Amount Spent On Software: \$100 - \$199
COMPUT_151	Personal Computers At Home: Amount Spent On Software: \$200 - \$299
COMPUT_152	Personal Computers At Home: Amount Spent On Software: \$300 - \$499
COMPUT_153	Personal Computers At Home: Amount Spent On Software: \$500+
COMPUT_154	Personal Computers At Home: Computer Books: Bought any
COMPUT_155	Personal Computers At Home: Decision maker system purchase: Yourself alone or with someone else
COMPUT_156	Personal Computers At Home: Decision maker system purchase: Someone else
COMPUT_157	Personal Computers At Home: Amount Spent In Total: Under \$500: Any
COMPUT_158	Personal Computers At Home: Amount Spent In Total: \$ 500 - \$ 999: Any
COMPUT_159	Personal Computers At Home: Amount Spent In Total: \$1,000 -

EASI/MRI Computers	
	\$1,499: Any
COMPUT_160	Personal Computers At Home: Amount Spent In Total: \$1,500 - \$1,999: Any
COMPUT_161	Personal Computers At Home: Amount Spent In Total: \$2,000 - \$2,999: Any
COMPUT_162	Personal Computers At Home: Amount Spent In Total: \$3,000 - \$4,999: Any
COMPUT_163	Personal Computers At Home: Amount Spent In Total: \$5,000+: Any
COMPUT_164	Personal Computers At Home: Who uses: Yourself
COMPUT_165	Personal Computers At Home: Who uses: Other adult
COMPUT_166	Personal Computers At Home: Who uses: Child (under 18)
COMPUT_167	Personal Computers At Home: Computer Superstore: Any
COMPUT_168	Personal Computers At Home: Department Store: Any
COMPUT_169	Personal Computers At Home: Direct from Manufacturer: Any
COMPUT_170	Personal Computers At Home: Electronic Store: Any
COMPUT_171	Personal Computers At Home: Internet: Any
COMPUT_172	Personal Computers At Home: Mail Order Catalog: Any
COMPUT_173	Personal Computers At Home: Warehouse Discount Outlet: Any
COMPUT_174	Personal Computers At Home: Other: Any

<b>EASI/MRI Electronics</b>	
ELECTR_001	Electronics: All
ELECTR_002	Telephones And Accessories: Household owns: In-home Cordless Telephone
ELECTR_003	Telephones And Accessories: Household owns: Other Household Telephone (Rotary or Touchtone)
ELECTR_004	Telephones And Accessories: Household owns: Answering Machine
ELECTR_005	Telephones And Accessories: Household owns: Telephone Pagers/Beeper
ELECTR_006	Telephones And Accessories: Services Used: Call forwarding
ELECTR_007	Telephones And Accessories: Services Used: Call return
ELECTR_008	Telephones And Accessories: Services Used: Call waiting
ELECTR_009	Telephones And Accessories: Services Used: Caller identification
ELECTR_010	Telephones And Accessories: Services Used: Repeat dialing
ELECTR_011	Telephones And Accessories: Services Used: Second phone line
ELECTR_012	Telephones And Accessories: Services Used: Three-way calling
ELECTR_013	Telephones And Accessories: Services Used: Voice messaging/voice mail
ELECTR_014	Cameras - Any Type: Own
ELECTR_015	Cameras: APS (Point & Shoot or SLR): Personally own
ELECTR_016	Cameras: Other: Personally own
ELECTR_017	Cameras: Cartridge: Personally own
ELECTR_018	Cameras: Digital (non-disposable): Personally own
ELECTR_019	Cameras: Other: Personally own
ELECTR_020	Cameras: Disc: Personally own
ELECTR_021	Cameras: Instant developing camera: Personally own
ELECTR_022	Cameras: Movie Camera (not camcorder or video camera): Personally own
ELECTR_023	Cameras: 35mm Auto Focus Point & Shoot: Personally own
ELECTR_024	Cameras: 35mm Auto Focus SLR: Personally own
ELECTR_025	Cameras: 35mm Auto Focus Zoom Camera: Personally own
ELECTR_026	Cameras: Other: Personally own
ELECTR_027	Cameras: 35mm SLR (Single Lens Reflex): Personally own
ELECTR_028	Cameras: Video Still Camera: Personally own
ELECTR_029	Audio Equipment: Audio/CD recorder: Household owns
ELECTR_030	Audio Equipment: Mini Disk player/recorder: Household owns
ELECTR_031	Audio Equipment: Multi-component System: Household owns
ELECTR_032	Audio Equipment: Cassette Recorder/Player: Household owns
ELECTR_033	Audio Equipment: Equalizer: Household owns
ELECTR_034	Audio Equipment: Headphones: Household owns

EASI/MRI Electronics	
ELECTR_035	Audio Equipment: Home Theater/Entertainment System: Household owns
ELECTR_036	Audio Equipment: Pocket-size Radio/Cassette Player: Household owns
ELECTR_037	Audio Equipment: Portable Radio/Tape Player: Household owns
ELECTR_038	Audio Equipment: Receiver - Amplifier: Household owns
ELECTR_039	Audio Equipment: Speakers: Household owns
ELECTR_040	Audio Equipment: Any: Household owns
ELECTR_041	Video Cassette Recorder: Kinds/Brands: Any: Household owns
ELECTR_042	Camcorders: Household owns: Any
ELECTR_043	Compact Disc Players: Any CD Player: Household owns
ELECTR_044	Television Sets: Number Own: 1
ELECTR_045	Television Sets: Number Own: 2
ELECTR_046	Television Sets: Number Own: 3
ELECTR_047	Television Sets: Number Own: 4+
ELECTR_048	Television Sets: Types: Net Any Set: Black & White
ELECTR_049	Television Sets: Types: Net Any Set: Color, Portable
ELECTR_050	Television Sets: Types: Net Any Set: Color, Floor
ELECTR_051	Television Sets: Screen Size: Net Any Set: Miniature (under 13")
ELECTR_052	Television Sets: Screen Size: Net Any Set: Regular (13"-26")
ELECTR_053	Television Sets: Screen Size: Net Any Set: Large (27"-35")
ELECTR_054	Television Sets: Screen Size: Net Any Set: Big Screen (36"-42")
ELECTR_055	Television Sets: Screen Size: Net Any Set: Giant Screen (over 42")
ELECTR_056	Television Sets: Features: Net Any Set: HDTV
ELECTR_057	Television Sets: Features: Net Any Set: HDTV Ready
ELECTR_058	Television Sets: Features: Net Any Set: Monitor input/output jacks
ELECTR_059	Television Sets: Features: Net Any Set: Stereo broadcast capability
ELECTR_060	Television Sets: Features: Net Any Set: Picture in Picture
ELECTR_061	Television Sets: Features: Net Any Set: Combination TV/VCR
ELECTR_062	Television Sets: Features: Net Any Set: Closed captioning
ELECTR_063	Cellular Telephones: HH owns any
ELECTR_064	Video Game Systems: Any video game systems: Household owns
ELECTR_065	Mp3 Players: Any MP3 Player: Household owns
ELECTR_066	DVD Players: Any DVD Player: Household owns
ELECTR_067	Television Sets: Number Own: Any
ELECTR_068	Television Sets: Number Own: None
ELECTR_069	Audio Equipment - Amount Spent In Total: Mean Value

EASI/MRI Electronics	
ELECTR_070	Camera & Developing Accessories: Amount Spent In Total: Less than \$20
ELECTR_071	Camera & Developing Accessories: Amount Spent In Total: \$20 - \$99
ELECTR_072	Camera & Developing Accessories: Amount Spent In Total: \$100+
ELECTR_073	Camcorders: Amount Spent In Total: Mean Value of Less than \$350 ; \$350 - \$750 ; More than \$750
ELECTR_074	VCR: Average Amount spent in past 12 months

## EASI/MRI Family Restaurants and Steak Houses

FAMRST_001	Family Restaurants and Steak Houses: All
FAMRST_002	Family Restaurants & Steak Houses: Visited In Last 6 Months: Applebees
FAMRST_003	Family Restaurants & Steak Houses: Visited In Last 6 Months: Baker's Square
FAMRST_004	Family Restaurants & Steak Houses: Visited In Last 6 Months: Benihana
FAMRST_005	Family Restaurants & Steak Houses: Visited In Last 6 Months: Bennigans
FAMRST_006	Family Restaurants & Steak Houses: Visited In Last 6 Months: Bertucci's
FAMRST_007	Family Restaurants & Steak Houses: Visited In Last 6 Months: Big Boy
FAMRST_008	Family Restaurants & Steak Houses: Visited In Last 6 Months: Bob Evans Farms
FAMRST_009	Family Restaurants & Steak Houses: Visited In Last 6 Months: Bonanza
FAMRST_010	Family Restaurants & Steak Houses: Visited In Last 6 Months: California Pizza Kitchen
FAMRST_011	Family Restaurants & Steak Houses: Visited In Last 6 Months: Cheesecake Factory
FAMRST_012	Family Restaurants & Steak Houses: Visited In Last 6 Months: Chevy's
FAMRST_013	Family Restaurants & Steak Houses: Visited In Last 6 Months: Chili's Grill & Bar
FAMRST_014	Family Restaurants & Steak Houses: Visited In Last 6 Months: Coco's
FAMRST_015	Family Restaurants & Steak Houses: Visited In Last 6 Months: Cracker Barrel
FAMRST_016	Family Restaurants & Steak Houses: Visited In Last 6 Months: Damon's
FAMRST_017	Family Restaurants & Steak Houses: Visited In Last 6 Months: Dave & Buster's
FAMRST_018	Family Restaurants & Steak Houses: Visited In Last 6 Months: Denny's
FAMRST_019	Family Restaurants & Steak Houses: Visited In Last 6 Months: Don Pablo's
FAMRST_020	Family Restaurants & Steak Houses: Visited In Last 6 Months: Eat 'N Park
FAMRST_021	Family Restaurants & Steak Houses: Visited In Last 6 Months: El Chico
FAMRST_022	Family Restaurants & Steak Houses: Visited In Last 6 Months: El Torito
FAMRST_023	Family Restaurants & Steak Houses: Visited In Last 6 Months: Friendly's
FAMRST_024	Family Restaurants & Steak Houses: Visited In Last 6 Months: Golden Corral
FAMRST_025	Family Restaurants & Steak Houses: Visited In Last 6 Months: Ground Round
FAMRST_026	Family Restaurants & Steak Houses: Visited In Last 6 Months: Hooters

## EASI/MRI Family Restaurants and Steak Houses

FAMRST_027	Family Restaurants & Steak Houses: Visited In Last 6 Months: Houlihan's
FAMRST_028	Family Restaurants & Steak Houses: Visited In Last 6 Months: Howard Johnson
FAMRST_029	Family Restaurants & Steak Houses: Visited In Last 6 Months: International House of Pancakes (IHOP)
FAMRST_030	Family Restaurants & Steak Houses: Visited In Last 6 Months: Joe's Crab Shack
FAMRST_031	Family Restaurants & Steak Houses: Visited In Last 6 Months: Lone Star Steakhouse
FAMRST_032	Family Restaurants & Steak Houses: Visited In Last 6 Months: Marie Callenders
FAMRST_033	Family Restaurants & Steak Houses: Visited In Last 6 Months: O'Charley's
FAMRST_034	Family Restaurants & Steak Houses: Visited In Last 6 Months: Old Country/Hometown Buffet
FAMRST_035	Family Restaurants & Steak Houses: Visited In Last 6 Months: Olive Garden
FAMRST_036	Family Restaurants & Steak Houses: Visited In Last 6 Months: Outback Steakhouse
FAMRST_037	Family Restaurants & Steak Houses: Visited In Last 6 Months: Perkins
FAMRST_038	Family Restaurants & Steak Houses: Visited In Last 6 Months: Pizzeria Uno
FAMRST_039	Family Restaurants & Steak Houses: Visited In Last 6 Months: Ponderosa
FAMRST_040	Family Restaurants & Steak Houses: Visited In Last 6 Months: Red Lobster
FAMRST_041	Family Restaurants & Steak Houses: Visited In Last 6 Months: Red Robin
FAMRST_042	Family Restaurants & Steak Houses: Visited In Last 6 Months: Romano's Macaroni Grill
FAMRST_043	Family Restaurants & Steak Houses: Visited In Last 6 Months: Ruby Tuesday
FAMRST_044	Family Restaurants & Steak Houses: Visited In Last 6 Months: Ruth's Chris Steak House
FAMRST_045	Family Restaurants & Steak Houses: Visited In Last 6 Months: Ryans
FAMRST_046	Family Restaurants & Steak Houses: Visited In Last 6 Months: Shoney's
FAMRST_047	Family Restaurants & Steak Houses: Visited In Last 6 Months: Sizzler
FAMRST_048	Family Restaurants & Steak Houses: Visited In Last 6 Months: Spaghetti Warehouse
FAMRST_049	Family Restaurants & Steak Houses: Visited In Last 6 Months: Steak 'n Ale
FAMRST_050	Family Restaurants & Steak Houses: Visited In Last 6 Months: Stuart Anderson's Black Angus & Cattle Company
FAMRST_051	Family Restaurants & Steak Houses: Visited In Last 6 Months: T.G.I. Friday's
FAMRST_052	Family Restaurants & Steak Houses: Visited In Last 6 Months: Tony Roma's

## EASI/MRI Family Restaurants and Steak Houses

FAMRST_053	Family Restaurants & Steak Houses: Visited In Last 6 Months: Village Inn Restaurant
FAMRST_054	Family Restaurants & Steak Houses: Visited In Last 6 Months: Breakfast
FAMRST_055	Family Restaurants & Steak Houses: Visited In Last 6 Months: Lunch
FAMRST_056	Family Restaurants & Steak Houses: Visited In Last 6 Months: Snacks
FAMRST_057	Family Restaurants & Steak Houses: Visited In Last 6 Months: Supper/Dinner
FAMRST_058	Family Restaurants & Steak Houses: Visited In Last 6 Months: Weekdays
FAMRST_059	Family Restaurants & Steak Houses: Visited In Last 6 Months: Weekends
FAMRST_060	Family Restaurants & Steak Houses: Visited In Last 6 Months: Total Category
FAMRST_061	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Applebees
FAMRST_062	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Baker's Square
FAMRST_063	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Benihana
FAMRST_064	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bennigans
FAMRST_065	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bertucci's
FAMRST_066	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Big Boy
FAMRST_067	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bob Evans Farms
FAMRST_068	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Bonanza
FAMRST_069	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: California Pizza Kitchen
FAMRST_070	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Cheesecake Factory
FAMRST_071	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Chevy's
FAMRST_072	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Chili's Grill & Bar
FAMRST_073	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Coco's
FAMRST_074	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Cracker Barrel
FAMRST_075	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Damon's
FAMRST_076	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Dave & Buster's
FAMRST_077	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Denny's
FAMRST_078	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Don Pablo's

## EASI/MRI Family Restaurants and Steak Houses

FAMRST_079	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Eat 'N Park
FAMRST_080	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: El Chico
FAMRST_081	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: El Torito
FAMRST_082	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Friendly's
FAMRST_083	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Golden Corral
FAMRST_084	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ground Round
FAMRST_085	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Hooters
FAMRST_086	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Houlihan's
FAMRST_087	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Howard Johnson
FAMRST_088	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: International House of Pancakes (IHOP)
FAMRST_089	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Joe's Crab Shack
FAMRST_090	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Lone Star Steakhouse
FAMRST_091	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Marie Callenders
FAMRST_092	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: O'Charley's
FAMRST_093	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Old Country/Hometown Buffet
FAMRST_094	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Olive Garden
FAMRST_095	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Outback Steakhouse
FAMRST_096	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Perkins
FAMRST_097	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Pizzeria Uno
FAMRST_098	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ponderosa
FAMRST_099	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Red Lobster
FAMRST_100	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Red Robin
FAMRST_101	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Romano's Macaroni Grill
FAMRST_102	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ruby Tuesday
FAMRST_103	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ruth's Chris Steak House
FAMRST_104	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Ryans

EASI/MRI Family Restaurants and Steak Houses	
FAMRST_105	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Shoney's
FAMRST_106	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Sizzler
FAMRST_107	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Spaghetti Warehouse
FAMRST_108	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Steak 'n Ale
FAMRST_109	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Stuart Anderson's Black Angus & Cattle Company
FAMRST_110	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: T.G.I. Friday's
FAMRST_111	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Tony Roma's
FAMRST_112	Family Restaurants & Steak Houses: Times Visited In Last 30 Days: Village Inn Restaurant
FAMRST_113	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Breakfast
FAMRST_114	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Lunch
FAMRST_115	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Snacks
FAMRST_116	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Supper/Dinner
FAMRST_117	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Weekdays
FAMRST_118	Family Restaurants & Steak Houses: Times Bought In Last 30 Days: Weekends
FAMRST_119	Family Restaurants & Steak Houses: Total Users Total: 5+ Number of Times/Last 30 Days: Total Category
FAMRST_120	Family Restaurants & Steak Houses: Medium Users: 2-4 Number of Times/Last 30 Days: Total Category
FAMRST_121	Family Restaurants & Steak Houses: Light Users: 0-1 Number of Times/Last 30 Days: Total Category

EASI/MRI Fast Food	
FASTFD_001	Fast Food: All
FASTFD_002	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Total Category
FASTFD_003	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: A & W
FASTFD_004	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Arby's
FASTFD_005	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Au Bon Pain
FASTFD_006	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Baja Fresh Mexican Grill
FASTFD_007	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Baskin-Robbins
FASTFD_008	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Blimpie Subs & Salads
FASTFD_009	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Bojangles
FASTFD_010	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Boston Market
FASTFD_011	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Burger King
FASTFD_012	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Captain D's
FASTFD_013	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Carl's Jr.
FASTFD_014	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Checkers
FASTFD_015	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chick-Fil-A
FASTFD_016	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chipotle Mexican Grill
FASTFD_017	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Chuck E Cheese
FASTFD_018	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Church's Fried Chicken
FASTFD_019	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Dairy Queen
FASTFD_020	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Del Taco
FASTFD_021	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Domino's Pizza
FASTFD_022	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Donatos
FASTFD_023	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Dunkin Donuts
FASTFD_024	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Einstein Bros. Bagel Shop
FASTFD_025	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: El Pollo Loco
FASTFD_026	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Fazoli's

EASI/MRI Fast Food	
FASTFD_027	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Fuddruckers
FASTFD_028	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Godfather's Pizza
FASTFD_029	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Hardee's
FASTFD_030	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Jack in the box
FASTFD_031	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: KFC (Kentucky Fried Chicken)
FASTFD_032	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Krispy Kreme Doughnuts
FASTFD_033	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Krystal's Hamburgers
FASTFD_034	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Little Caesar's
FASTFD_035	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Long John Silver's
FASTFD_036	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: McDonald's
FASTFD_037	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Panera Bread
FASTFD_038	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Papa John's
FASTFD_039	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Pizza Hut
FASTFD_040	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Pizza Inn
FASTFD_041	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Popeyes Famous Fried Chicken
FASTFD_042	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Quizno's
FASTFD_043	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Rally's
FASTFD_044	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Round Table Pizza
FASTFD_045	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Roy Rogers
FASTFD_046	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Schlotzsky's Deli
FASTFD_047	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Sonic Drive-in
FASTFD_048	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Starbucks
FASTFD_049	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Steak 'n Shake
FASTFD_050	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Subway
FASTFD_051	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Bell
FASTFD_052	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Bueno

EASI/MRI Fast Food	
FASTFD_053	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Taco Time
FASTFD_054	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: TCBY
FASTFD_055	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Wendy's
FASTFD_056	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Whataburger
FASTFD_057	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Wienerschnitzel
FASTFD_058	Fast Food & Drive-In Restaurants: Visited In Last 6 Months: White Castle
FASTFD_059	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Breakfast
FASTFD_060	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Lunch
FASTFD_061	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Snacks
FASTFD_062	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Supper/Dinner
FASTFD_063	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Weekdays
FASTFD_064	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Weekends
FASTFD_065	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Eat-in
FASTFD_066	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Home delivery
FASTFD_067	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Take-out - Drive-thru
FASTFD_068	Fast Food & Drive-In Restaurants: Bought In Last 6 Months: Take-out - Walk-in
FASTFD_069	Fast Food & Drive-In Restaurants: Total Users Total: 13+ Number of Times/Last 30 Days: Total Category
FASTFD_070	Fast Food & Drive-In Restaurants: Medium Users: 5-12 Number of Times/Last 30 Days: Total Category
FASTFD_071	Fast Food & Drive-In Restaurants: Light Users: 0-4 Number of Times/Last 30 Days: Total Category

EASI/MRI Financial	
FINANC_001	Financial: All
FINANC_002	Banking & Financial Services: Any Banking Service: Personally have
FINANC_003	Banking & Financial Services: Interest Checking Account: Personally have
FINANC_004	Banking & Financial Services: Non-Interest Checking Account: Personally have
FINANC_005	Banking & Financial Services: Money Market Account: Personally have
FINANC_006	Banking & Financial Services: Savings Account: Personally have
FINANC_007	Banking & Financial Services: Auto Loan for new car: Personally have
FINANC_008	Banking & Financial Services: Personal Loan for education only: Personally have
FINANC_009	Banking & Financial Services: Personal Loan not for education: Personally have
FINANC_010	Banking & Financial Services: Home Improvement Loans (unsecured): Personally have
FINANC_011	Banking & Financial Services: Home Mortgage (1st): Personally have
FINANC_012	Banking & Financial Services: 2nd Mortgage (Equity Loan): Personally have
FINANC_013	Banking & Financial Services: Mortgage Refinance/Consolidation Loan: Personally have
FINANC_014	Banking & Financial Services: Personal Line of Credit: Personally have
FINANC_015	Banking & Financial Services: Home Equity Line of Credit: Personally have
FINANC_016	Banking & Financial Services: Overdraft Protection: Personally have
FINANC_017	Banking & Financial Services: Special 'Seniors' Club: Personally have
FINANC_018	Banking & Financial Services: Other Banking Services: Personally have
FINANC_019	Banking & Financial Services: Any Banking Service: Personally have
FINANC_020	Banking & Financial Services: Methods Used: ATM/Cash machine
FINANC_021	Banking & Financial Services: Methods Used: Bank-in-person
FINANC_022	Banking & Financial Services: Methods Used: Direct deposit (of payroll check)
FINANC_023	Banking & Financial Services: Methods Used: Mail
FINANC_024	Banking & Financial Services: Methods Used: Personal Computer/Internet-Online
FINANC_025	Banking & Financial Services: Methods Used: Phone
FINANC_026	Investment Activity: Stock rating service
FINANC_027	Investment Activity: Financial planning or money management counsel
FINANC_028	Securities: Personally Own: U.S. Savings Bonds

EASI/MRI Financial	
FINANC_029	Securities: Personally Own: U.S. Treasury Notes
FINANC_030	Securities: Personally Own: Other U.S. Government Bonds
FINANC_031	Securities: Personally Own: Common or Preferred Stock in company you work for
FINANC_032	Securities: Personally Own: Common Stock in any other company
FINANC_033	Securities: Personally Own: Preferred Stock in any other company
FINANC_034	Securities: Personally Own: Privately held shares of companies or partnerships
FINANC_035	Securities: Personally Own: City/Municipal or state bonds
FINANC_036	Securities: Personally Own: Corporate bonds or debentures
FINANC_037	Securities: Personally Own: Money market funds
FINANC_038	Securities: Personally Own: Mutual Funds (Bonds)
FINANC_039	Securities: Personally Own: Mutual Funds (Stocks)
FINANC_040	Securities: Personally Own: Tax Exempt funds
FINANC_041	Securities: Personally Own: Annuities
FINANC_042	Securities: Personally Own: Savings Certificates
FINANC_043	Securities: Personally Own: Insured Money Market Accounts (bank)
FINANC_044	Securities: Personally Own: CD (Certificate(s) of Deposit) - 6 months or less
FINANC_045	Securities: Personally Own: CD (Certificate(s) of Deposit) - more than 6 mos.
FINANC_046	Securities: Personally Own: Investments in gold, precious metals or gems
FINANC_047	Securities: Personally Own: Investment collections of antiques, books, stamps et
FINANC_048	Securities: Personally Own: Other investments (commodities/puts/calls/etc.)
FINANC_049	Securities: Personally Own: Total - all above investments
FINANC_050	Securities: own any securities
FINANC_051	Securities: Personally Own Stock in company you work for: Current market value: under \$10,000
FINANC_052	Securities: Summary Codes: Any stock: Own
FINANC_053	Securities: Summary Codes: Any other market instrument: Own
FINANC_054	Securities: Summary Codes: Any stock: Current market value under \$10,000
FINANC_055	Securities: Summary Codes: Any stock: \$10,000 - \$24,999
FINANC_056	Securities: Summary Codes: Any stock: \$25,000 - \$49,999
FINANC_057	Securities: Summary Codes: Any stock: \$50,000 - \$74,999
FINANC_058	Securities: Summary Codes: Any stock: \$75,000+
FINANC_059	Retirement Or College Savings Plans: IRA
FINANC_060	Retirement Or College Savings Plans: Keogh
FINANC_061	Retirement Or College Savings Plans: 401K

## EASI/MRI Financial

FINANC_062	Retirement Or College Savings Plans: 529 Plan (College Savings Plan)
FINANC_063	Investment Activity: Brokerage Firms Used: Ameritrade
FINANC_064	Investment Activity: Brokerage Firms Used: BrownCo
FINANC_065	Investment Activity: Brokerage Firms Used: Charles Schwab
FINANC_066	Investment Activity: Brokerage Firms Used: Edward Jones
FINANC_067	Investment Activity: Brokerage Firms Used: E*Trade
FINANC_068	Investment Activity: Brokerage Firms Used: Fidelity
FINANC_069	Investment Activity: Brokerage Firms Used: Franklin-Templeton
FINANC_070	Investment Activity: Brokerage Firms Used: Merrill Lynch
FINANC_071	Investment Activity: Brokerage Firms Used: Morgan Stanley Dean Witter
FINANC_072	Investment Activity: Brokerage Firms Used: Prudential Securities/Wachovia Securities
FINANC_073	Investment Activity: Brokerage Firms Used: Salomon Smith Barney
FINANC_074	Investment Activity: Brokerage Firms Used: Other
FINANC_075	Investment Activity: Brokerage Firms Used: Scudder
FINANC_076	Investment Activity: Brokerage Firms Used: TD Waterhouse
FINANC_077	Investment Activity: Brokerage Firms Used: T.Rowe-Price
FINANC_078	Investment Activity: Brokerage Firms Used: UBS Paine Webber
FINANC_079	Investment Activity: Brokerage Firms Used: Vanguard
FINANC_080	Investment Activity: Brokerage Firms Used: Other full service firm
FINANC_081	Investment Activity: Brokerage Firms Used: Other discount brokerage firm
FINANC_082	Investment Activity: Brokerage Firms Used: Other online brokerage firm
FINANC_083	Investment Activity: Brokerage Firms Used: Any bank
FINANC_084	Investment Activity: Brokerage Firms Used: Other
FINANC_085	Real Estate: Vacation/Weekend home: Household owns
FINANC_086	Real Estate: Farm: Household owns
FINANC_087	Real Estate: Retirement real estate: Household owns
FINANC_088	Real Estate: Investment real estate: Household owns
FINANC_089	Real Estate: Any of the above real estate: Household owns
FINANC_090	Real Estate: Used Agent To Buy/Sell: Used a real estate agent
FINANC_091	Real Estate: Used Agent To Buy/Sell: Used to sell
FINANC_092	Real Estate: Used Agent To Buy/Sell: Used to buy
FINANC_093	Real Estate: Which Agent Used: Century 21
FINANC_094	Real Estate: Which Agent Used: Coldwell Banker
FINANC_095	Real Estate: Which Agent Used: GMAC Realty
FINANC_096	Real Estate: Which Agent Used: Prudential Real Estate

## EASI/MRI Financial

FINANC_097	Real Estate: Which Agent Used: Realty One
FINANC_098	Real Estate: Which Agent Used: Re/Max
FINANC_099	Real Estate: Which Agent Used: Other
FINANC_100	Credit Cards: Average Monthly Expenditure

EASI/MRI Grocery	
GROCRY_001	Grocery: All
GROCRY_002	Adhesive Bandages: Used in last 6 months
GROCRY_003	Aftershave Lotion & Cologne For Men: Used in last 6 months
GROCRY_004	Air Filters: Bought in last 12 Months
GROCRY_005	Air Fresheners, Carpet & Room Deodorizers: Used in last 6 months
GROCRY_006	Aluminum Foil: Used in last 6 months
GROCRY_007	American Pasteurized Processed Cheese: Used in last 6 months
GROCRY_008	Anti-Freeze/Coolant: Bought in last 12 Months
GROCRY_009	Artificial Sweeteners: Used in last 6 months
GROCRY_010	Athlete's Foot/Foot Care Products: Used in last 6 months
GROCRY_011	Automatic Dishwasher Detergent: Used in last 6 months
GROCRY_012	Baby Foods: Used in last 6 months
GROCRY_013	Baby Lotion: Used in last 6 months
GROCRY_014	Baby Nursers: Used in last 6 months
GROCRY_015	Baby Oil: Used in last 6 months
GROCRY_016	Baby Ointments: Used in last 6 months
GROCRY_017	Baby Powder: Used in last 6 months
GROCRY_018	Baby Shampoo: Used in last 6 months
GROCRY_019	Bacon And Breakfast Strips: Used in last 6 months
GROCRY_020	Bagels: Used in last 6 months
GROCRY_021	Baking Chips: Used in last 6 months
GROCRY_022	Baking Coconut: Used in last 6 months
GROCRY_023	Baking Mixes (Excluding Cake Mixes): Used in last 6 months
GROCRY_024	Baking Powder And Soda: Used in last 6 months
GROCRY_025	Bar Baking Chocolate: Used in last 6 months
GROCRY_026	Bath/Shower Additives (Women): Used in last 6 months
GROCRY_027	Batteries: Bought in Last 6 Months
GROCRY_028	Beef Fresh/Frozen: Used in last 6 months
GROCRY_029	Blank Audio Tapes: Bought in last 12 months
GROCRY_030	Blank Recordable Cd's/DVD's: Bought/Last 6 Months
GROCRY_031	Blank Video Tapes: Bought/Last 6 Months
GROCRY_032	Bleach: Used in last 6 months
GROCRY_033	Bleach And Depilatories: Used in last 6 months
GROCRY_034	Blusher (Women): Used in last 6 months
GROCRY_035	Body Powder: Used in last 6 months
GROCRY_036	Body Wash/Shower Gel: Used in last 6 months
GROCRY_037	Books: Bought last 12 months

EASI/MRI Grocery	
GROCRY_038	Bottled Barbecue & Seasoning Sauces: Used in last 6 months
GROCRY_039	Bottled Water & Seltzer: Drank in Last 6 Months
GROCRY_040	Bourbon: Drank in Last 6 Months
GROCRY_041	Boxed Chocolates: Bought in Last 6 Months
GROCRY_042	Brandy: Drank in Last 6 Months
GROCRY_043	Bread: Used in last 6 months
GROCRY_044	Bread Crumbs & Coating Mixes: Used in last 6 months
GROCRY_045	Breakfast Cereals (Cold): Used in last 6 months
GROCRY_046	Breakfast Cereals (Hot): Used in last 6 months
GROCRY_047	Breakfast/Granola/Fruit Bars & Snacks: Used in last 6 months
GROCRY_048	Breath Fresheners: Used in last 6 months
GROCRY_049	Brownie & Cookie Mixes: Used in last 6 months
GROCRY_050	Butter: Used in last 6 months
GROCRY_051	Butter Alternatives: Used in last 6 months
GROCRY_052	Canadian Whisky: Drank in Last 6 Months
GROCRY_053	Canned Beans With Sauce: Used in last 6 months
GROCRY_054	Canned Chicken: Used in last 6 months
GROCRY_055	Canned Meats: Used in last 6 months
GROCRY_056	Canned Or Jarred Fruit: Used in last 6 months
GROCRY_057	Canned Or Jarred Mushrooms: Used in last 6 months
GROCRY_058	Canned Or Jarred Soup/Broth: Used in last 6 months
GROCRY_059	Canned Or Jarred Spaghetti & Macaroni: Used in last 6 months
GROCRY_060	Canned Or Jarred Vegetables: Used in last 6 months
GROCRY_061	Canned Stews: Used in last 6 months
GROCRY_062	Canned Tomatoes: Used in last 6 months
GROCRY_063	Canned Tuna: Used in last 6 months
GROCRY_064	Canned/Wet Cat Food: Used in last 6 months
GROCRY_065	Canned/Wet Dog Food: Used in last 6 months
GROCRY_066	Car Cleaner Wash/Wipes: Bought in last 12 Months
GROCRY_067	Car Rental - Business Use: Rented/last 12 Months
GROCRY_068	Car Rental - Personal Use: Rented/last 12 Months
GROCRY_069	Car Wax & Polish: Bought in last 12 Months
GROCRY_070	Carpet And Rug Cleaners: Used in last 6 months
GROCRY_071	Cat Litter: Used in last 6 months
GROCRY_072	Cat Treats: Used in last 6 months
GROCRY_073	Cellophane & Transparent Tape: Used in last 6 months
GROCRY_074	Cents Off Coupons: Used in last 12 Months
GROCRY_075	Champagne, Cold Duck & Sparkling Wines: Drank in Last 6 Months

EASI/MRI Grocery	
GROCRY_076	Charcoal: Used in last 12 Months
GROCRY_077	Charcoal Lighter Fluid: Used in last 12 Months
GROCRY_078	Chewing And Smokeless Tobacco: Bought in Last 6 Months
GROCRY_079	Chewing Gum: Chewed in Last 6 Months
GROCRY_080	Chicken & Turkey Fresh Or Frozen: Used in last 6 months
GROCRY_081	Children's Cold Tablets & Liquids: Used in last 6 months
GROCRY_082	Children's Cough Syrup: Used in last 6 months
GROCRY_083	Children's Shoes: Bought/Last 6 Months
GROCRY_084	Chili: Used in last 6 months
GROCRY_085	Cigarette Rolling Papers: Used in last 6 months
GROCRY_086	Cigarettes: Smoked in last 12 Months
GROCRY_087	Cigars: Smoked in Last 6 Months
GROCRY_088	Cocoa Powder (For Baking): Used in last 6 months
GROCRY_089	Cognac: Drank in Last 6 Months
GROCRY_090	Cold Cuts: Used in last 6 months
GROCRY_091	Cold, Sinus And Allergy Remedies (Nonprescr.): Used in last 6 months
GROCRY_092	Complete Packaged Prepared Dishes & Dinner Mixes: Used in last 6 months
GROCRY_093	Complexion Care Products: Used in last 6 months
GROCRY_094	Contact Lens Cleaning/Wetting Solutions: Used in last 6 months
GROCRY_095	Cooked Hams: Used in last 6 months
GROCRY_096	Cookies (Ready To Eat): Used in last 6 months
GROCRY_097	Cordials & Liqueurs: Drank in Last 6 Months
GROCRY_098	Corn & Tortilla Chips & Cheese Snacks: Used in last 6 months
GROCRY_099	Cornish Hens: Used in last 6 months
GROCRY_100	Cornmeal: Used in last 6 months
GROCRY_101	Cottage Cheese: Used in last 6 months
GROCRY_102	Cotton Swabs: Used in last 6 months
GROCRY_103	Cough Syrup (Nonprescription): Used in last 6 months
GROCRY_104	Cough/Sore Throat Drops (Nonprescription): Used in last 6 months
GROCRY_105	Crackers: Used in last 6 months
GROCRY_106	Cream Cheese: Used in last 6 months
GROCRY_107	Dental Floss: Used in last 6 months
GROCRY_108	Dental Rinse: Used in last 6 months
GROCRY_109	Denture Adhesives & Fixatives: Used in last 6 months
GROCRY_110	Denture Cleaners: Used in last 6 months
GROCRY_111	Deodorants And Antiperspirants: Used in last 6 months
GROCRY_112	Dessert Toppings: Used in last 12 Months

## EASI/MRI Grocery

GROCRY_113	Devilled Ham: Used in last 6 months
GROCRY_114	Diarrhea Remedies: Used in last 6 months
GROCRY_115	Diet Cola Drinks: Drank in Last 6 Months
GROCRY_116	Dinner Mixes And Kits: Used in last 6 months
GROCRY_117	Dishwashing Liquid: Used in last 6 months
GROCRY_118	Disposable Cups: Used in last 6 months
GROCRY_119	Disposable Diapers/Underpants: Used in last 6 months
GROCRY_120	Disposable Plates: Used in last 12 Months
GROCRY_121	Disposable Razors: Used in last 6 months
GROCRY_122	Doctor Visits: Visited in last 12 Months
GROCRY_123	Dog Biscuits Or Treats: Used in last 6 months
GROCRY_124	Domestic Dinner/Table Wines: Drank in Last 6 Months
GROCRY_125	Drain/Septic Tank Cleaners: Used in last 6 months
GROCRY_126	Dried Fruit: Used in last 6 months
GROCRY_127	Drink Additives & Hot Cocoa (Add Milk Or Water): Used in last 6 months
GROCRY_128	Dry Cake Mixes: Used in last 6 months
GROCRY_129	Dry Disposable Household Wipes: Used in last 6 months
GROCRY_130	Dry Milk: Used in last 6 months
GROCRY_131	Dry Soup & Bouillon: Used in last 6 months
GROCRY_132	Egg Alternatives: Used in last 6 months
GROCRY_133	Eggs: Used in last 6 months
GROCRY_134	Electric Shavers: Used in last 6 months
GROCRY_135	Energy Drinks: Drank in Last 6 Months
GROCRY_136	English Muffins: Used in last 6 months
GROCRY_137	Evaporated/Condensed Milk: Used in last 6 months
GROCRY_138	Extracts: Used in last 6 months
GROCRY_139	Eye Liner (Women): Used in last 6 months
GROCRY_140	Eye Shadow (Women): Used in last 6 months
GROCRY_141	Eye Wash And Drops: Used in last 6 months
GROCRY_142	Fabric Softeners: Used in last 6 months
GROCRY_143	Facial Moisturizers: Used in last 6 months
GROCRY_144	Facial Tissues: Used in last 6 months
GROCRY_145	Family Restaurants & Steak Houses: Bought At Last 6 Months
GROCRY_146	Fast Food & Drive-In Restaurants: Bought At Last 6 Months
GROCRY_147	Feminine Hygiene Deodorant/Cleansing Products: Used in last 6 months
GROCRY_148	Feminine Hygiene Douches (Women): Used in last 6 months
GROCRY_149	Feminine Medicated Products (Women): Used in last 6 months
GROCRY_150	Film: Bought last 12 Months

EASI/MRI Grocery	
GROCRY_151	Firelogs: Used in last 12 Months
GROCRY_152	Fish & Seafood Fresh Or Frozen: Used in last 6 months
GROCRY_153	Flavored & Seasoned Rice: Used in last 6 months
GROCRY_154	Flavored Alcoholic Beverages/Coolers: Drank in Last 6 Months
GROCRY_155	Flavored Instant Coffee: Used in last 6 months
GROCRY_156	Flea & Tick Care Products For Dogs & Cats: Used in last 12 Months
GROCRY_157	Floor Cleaner, Wax & Polish: Used in last 6 months
GROCRY_158	Flour: Used in last 6 months
GROCRY_159	Food Prepared From Scratch: Made in Last 6 Months
GROCRY_160	Foundation Make-Up (Women): Used in last 6 months
GROCRY_161	Frankfurters & Wieners: Used in last 6 months
GROCRY_162	Fresh Fruit & Vegetables: Used in last 6 months
GROCRY_163	Fresh Milk: Used in last 6 months
GROCRY_164	Frostings: Used in last 6 months
GROCRY_165	Frozen Breaded Chicken: Used in last 6 months
GROCRY_166	Frozen Breakfasts: Used in last 6 months
GROCRY_167	Frozen Complete Dinners: Used in last 6 months
GROCRY_168	Frozen Corn On The Cob: Used in last 6 months
GROCRY_169	Frozen Desserts: Used in last 6 months
GROCRY_170	Frozen Garlic Bread: Used in last 6 months
GROCRY_171	Frozen Hot Snacks: Used in last 6 months
GROCRY_172	Frozen Main Courses: Used in last 6 months
GROCRY_173	Frozen Orange Juice: Used in last 6 months
GROCRY_174	Frozen Pancakes/French Toast: Used in last 6 months
GROCRY_175	Frozen Pizza: Used in last 6 months
GROCRY_176	Frozen Potato Products: Used in last 6 months
GROCRY_177	Frozen Snacks (Not Frozen Yogurt Or Ice Cream): Used in last 6 months
GROCRY_178	Frozen Vegetables-Plain: Used in last 6 months
GROCRY_179	Frozen Vegetables-Prepared: Used in last 6 months
GROCRY_180	Frozen Waffles: Used in last 6 months
GROCRY_181	Frozen Yogurt: Used in last 6 months
GROCRY_182	Furniture Polish: Used in last 6 months
GROCRY_183	Gasoline: Bought in Last 6 Months
GROCRY_184	Gasoline Additives: Bought in last 12 Months
GROCRY_185	Gelatin And Gelatin Desserts: Used in last 6 months
GROCRY_186	Gin: Drank in Last 6 Months
GROCRY_187	Glass And Surface Cleaners: Used in last 6 months
GROCRY_188	Glue: Used in last 6 months

EASI/MRI Grocery	
GROCRY_189	Grapefruit Juice: Used in last 6 months
GROCRY_190	Grated Cheese: Used in last 6 months
GROCRY_191	Gravy/Sauce Mixes And Cooking Sauces: Used in last 6 months
GROCRY_192	Greeting Cards: Bought in Last 6 Months
GROCRY_193	Groin Irritation Remedies: Used in last 6 months
GROCRY_194	Ground Coffee: Used in last 6 months
GROCRY_195	Hair Coloring Products (For Use At Home): Used in last 6 months
GROCRY_196	Hair Conditioners (For Use At Home): Used in last 6 months
GROCRY_197	Hair Conditioning Treatment (For Use At Home): Used in last 6 months
GROCRY_198	Hair Growth Products: Used in last 6 months
GROCRY_199	Hair Mousse: Used in last 6 months
GROCRY_200	Hair Sprays (For Use At Home): Used in last 6 months
GROCRY_201	Hair Styling Gels & Lotions: Used in last 6 months
GROCRY_202	Hair Tonic Or Dressing (Men): Used in last 6 months
GROCRY_203	Hand & Body Cream, Lotion Or Oil: Used in last 6 months
GROCRY_204	Hard Roll Candy: Bought/Last 6 Months
GROCRY_205	Headache Remedies And Pain Relievers (Nonprescr.): Used in last 6 months
GROCRY_206	Heavy Duty Hand Cleaners: Used in last 6 months
GROCRY_207	Hemorrhoid Remedies: Used in last 6 months
GROCRY_208	Home Permanent And Relaxers (Women): Used in last 6 months
GROCRY_209	Honey: Used in last 6 months
GROCRY_210	Household Cleaners: Used in last 6 months
GROCRY_211	Ice Cream Bars, Sandwiches & Bon Bons: Used in last 6 months
GROCRY_212	Ice Cream, Ice Milk & Sherbet: Used in last 6 months
GROCRY_213	Imported Beer/Ale: Drank in Last 6 Months
GROCRY_214	Imported Dinner/Table Wines: Drank in Last 6 Months
GROCRY_215	In-Bowl Toilet Bowl Cleaners: Used in last 6 months
GROCRY_216	Indigestion Aids & Upset Stomach Remedies: Used in last 6 months
GROCRY_217	Individual Big Block/Thick Bar Candy: Bought/Last 6 Months
GROCRY_218	Individual Regular Size Candy: Bought/Last 6 Months
GROCRY_219	Indoor Insecticides: Used in last 6 months
GROCRY_220	Indoor Plant Food: Used in last 6 months
GROCRY_221	Infant Cereal: Used in last 6 months
GROCRY_222	In-Home Pregnancy Test (Women): Used in last 12 months
GROCRY_223	Insect Repellents: Used in last 12 Months

## EASI/MRI Grocery

GROCRY_224	Instant Breakfast: Used in last 6 months
GROCRY_225	Instant Iced Tea Mix: Used in last 12 Months
GROCRY_226	Instant Or Freeze-Dried Coffee: Used in last 6 months
GROCRY_227	In-Tank Toilet Bowl Cleaners: Used in last 6 months
GROCRY_228	Irish Whiskey: Drank in Last 6 Months
GROCRY_229	Jams & Jellies: Used in last 6 months
GROCRY_230	Ketchup/Catsup: Used in last 6 months
GROCRY_231	Lactose Intolerance Products: Used in last 6 months
GROCRY_232	Laundry Pre-Treatments & Stain Removers: Used in last 6 months
GROCRY_233	Laxatives: Used in last 6 months
GROCRY_234	Leather And Vinyl Protectants: Bought in last 12 Months
GROCRY_235	Light Bulbs: Used in last 6 months
GROCRY_236	Lighters: Used in last 6 months
GROCRY_237	Lip Care: Used in last 6 months
GROCRY_238	Lipstick & Lip Gloss (Women): Used in last 6 months
GROCRY_239	Liquid Baby Bath: Used in last 6 months
GROCRY_240	Liquid Soaps/Hand Sanitizers: Used in last 6 months
GROCRY_241	Liver Sausage (Liverwurst): Used in last 6 months
GROCRY_242	Loose Face Powder (Women): Used in last 6 months
GROCRY_243	Lottery: Bought in last 12 months
GROCRY_244	Low Calorie Domestic Beer: Drank in Last 6 Months
GROCRY_245	Low/No Alcohol Beer: Drank in Last 6 Months
GROCRY_246	Luggage: Owns
GROCRY_247	Lunch Combinations/Kits: Used in last 6 months
GROCRY_248	Malt Liquor: Drank in Last 6 Months
GROCRY_249	Margarine: Used in last 6 months
GROCRY_250	Mascara (Women): Used in last 6 months
GROCRY_251	Mayonnaise And Mayonnaise Type Salad Dressing: Used in last 6 months
GROCRY_252	Meal/Dietary Supplements: Used in last 6 months
GROCRY_253	Meat Snacks: Used in last 6 months
GROCRY_254	Medicated Skin Ointments: Used in last 6 months
GROCRY_255	Mexican Foods: Used in last 6 months
GROCRY_256	Microwave Usage: Used in last 6 months
GROCRY_257	Mints: Bought/Last 6 Months
GROCRY_258	Mixed Drinks: Drank in Last 6 Months
GROCRY_259	Motor Oil: Bought/Changed in last 12 Months
GROCRY_260	Motor Oil Additives: Bought in last 12 Months
GROCRY_261	Mouthwash: Used in last 6 months

EASI/MRI Grocery	
GROCRY_262	Mustard: Used in last 6 months
GROCRY_263	Nail Care Products & Polish (Women): Used in last 6 months
GROCRY_264	Nail Polish Remover (Women): Used in last 6 months
GROCRY_265	Nasal Sprays: Used in last 6 months
GROCRY_266	Natural Or Imported Cheese: Used in last 6 months
GROCRY_267	Nectars: Used in last 6 months
GROCRY_268	No Bake Cakes/Pies: Used in last 6 months
GROCRY_269	Non-Dairy Cream Substitutes: Used in last 6 months
GROCRY_270	Nutrition/Energy Bars: Used in last 6 months
GROCRY_271	Nuts: Bought in Last 6 Months
GROCRY_272	Nuts For Cooking: Used in last 6 months
GROCRY_273	Oil Filters: Bought in last 12 Months
GROCRY_274	Olives: Used in last 6 months
GROCRY_275	Orange Juice Not Frozen: Used in last 6 months
GROCRY_276	Other Bread Products: Used in last 6 months
GROCRY_277	Other Diet Soft Drinks, Not Colas: Drank in Last 6 Months
GROCRY_278	Other Fruit Juices & Drinks: Used in last 6 months
GROCRY_279	Other Meat Fresh/Frozen: Used in last 6 months
GROCRY_280	Other Regular Carbonated Soft Drinks: Drank in Last 6 Months
GROCRY_281	Outdoor Insecticides: Used in last 6 months
GROCRY_282	Oven Cleaners: Used in last 6 months
GROCRY_283	Oven Cooking Bags: Used in last 12 Months
GROCRY_284	Packaged Dry Cat Food: Used in last 6 months
GROCRY_285	Packaged Dry Dog Food: Used in last 6 months
GROCRY_286	Packaged Instant Potatoes: Used in last 6 months
GROCRY_287	Packaged Pasta Salads: Used in last 6 months
GROCRY_288	Packaged Pie Crust: Used in last 6 months
GROCRY_289	Packaged, Frozen, Refrigerated Pasta: Used in last 6 months
GROCRY_290	Packages Of Miniature Candy: Bought/Last 6 Months
GROCRY_291	Pain Relievers & Fever Reducers For Children: Used in last 6 months
GROCRY_292	Pain Relieving Rubs, Liquids & Patches (Nonprescr.): Used in last 6 months
GROCRY_293	Paint/Stain: Bought/last 12 Months
GROCRY_294	Pantliners (Women): Used in last 6 months
GROCRY_295	Paper Napkins: Used in last 6 months
GROCRY_296	Paper Towels: Used in last 6 months
GROCRY_297	Peanut Butter: Used in last 6 months
GROCRY_298	Pectins: Used in last 6 months
GROCRY_299	Perfume And Cologne For Women: Used in last 6 months

EASI/MRI Grocery	
GROCRY_300	Personal Care Soaps - Bar: Used in last 6 months
GROCRY_301	Pickle Relish: Used in last 6 months
GROCRY_302	Pickles: Used in last 6 months
GROCRY_303	Pizza Mixes And Sauces: Used in last 6 months
GROCRY_304	Pizza Shells/Crusts: Used in last 6 months
GROCRY_305	Plastic Disposable Containers (Not Bags): Used in last 6 months
GROCRY_306	Plastic Garbage Bags & Trash Can Liners: Used in last 6 months
GROCRY_307	Plastic Sandwich/Food Storage/Freezer Bags: Used in last 6 months
GROCRY_308	Plastic-Type Kitchen Wrap: Used in last 6 months
GROCRY_309	Popping Corn & Popcorn Snacks: Used in last 6 months
GROCRY_310	Popular Domestic Beer/Ale: Drank in Last 6 Months
GROCRY_311	Port, Sherry & Dessert Wines: Drank in Last 6 Months
GROCRY_312	Potato Chips: Used in last 6 months
GROCRY_313	Powdered Fruit & Soft Drinks: Used in last 6 months
GROCRY_314	Pre-Menstrual Or Period Pain Remedies (Women): Used in last 6 months
GROCRY_315	Premium Domestic Beer/Ale: Drank in Last 6 Months
GROCRY_316	Pre-Moistened Baby Wipes: Used in last 6 months
GROCRY_317	Pre-Moistened Household Wipes: Used in last 6 months
GROCRY_318	Prepackaged Loose Candy: Bought/Last 6 Months
GROCRY_319	Prepared Dinners For Children: Used in last 6 months
GROCRY_320	Prepared Infant Formula: Used in last 6 months
GROCRY_321	Prepared Mixed Drinks With Liquor: Drank in Last 6 Months
GROCRY_322	Prepared Mixed Drinks Without Liquor: Drank in Last 6 Months
GROCRY_323	Pre-Recorded Compact Discs & Audio Tapes: Bought in last 12 months
GROCRY_324	Pressed Powder (Women): Used in last 6 months
GROCRY_325	Pretzels: Used in last 6 months
GROCRY_326	Professional Exterminators: Had treatment last 12 months
GROCRY_327	Puddings & Pie Fillings: Used in last 6 months
GROCRY_328	Razor Blades: Used in last 6 months
GROCRY_329	Ready To Drink Iced Cappuccino/Espresso: Used in last 6 months
GROCRY_330	Ready To Drink Iced Tea: Drank in Last 6 Months
GROCRY_331	Ready To Eat Doughnuts: Used in last 6 months
GROCRY_332	Ready To Eat Muffins: Used in last 6 months
GROCRY_333	Ready To Eat Sweet Rolls & Pastries: Used in last 6 months
GROCRY_334	Ready To Serve Dips: Used in last 6 months

## EASI/MRI Grocery

GROCRY_335	Refrigerated/Frozen Bread And Dough Products: Used in last 6 months
GROCRY_336	Regular Cola Drinks, Not Diet: Drank in Last 6 Months
GROCRY_337	Regular Domestic Beer/Ale: Drank in Last 6 Months
GROCRY_338	Regular Tea: Used in last 6 months
GROCRY_339	Rice: Used in last 6 months
GROCRY_340	Rice Cakes: Used in last 6 months
GROCRY_341	Rubber Gloves: Used in last 6 months
GROCRY_342	Rum: Drank in Last 6 Months
GROCRY_343	Rye Or Blended Whiskey: Drank in Last 6 Months
GROCRY_344	Salad Dressing: Used in last 6 months
GROCRY_345	Salad Or Cooking Oil: Used in last 6 months
GROCRY_346	Salad Toppings: Used in last 6 months
GROCRY_347	Salsa Or Picante Sauce: Used in last 6 months
GROCRY_348	Salt: Used in last 6 months
GROCRY_349	Salt Alternatives: Used in last 6 months
GROCRY_350	Sanitary Napkins (Women): Used in last 6 months
GROCRY_351	Sausage: Used in last 6 months
GROCRY_352	Scotch Whisky: Drank in Last 6 Months
GROCRY_353	Scouring Cleansers: Used in last 6 months
GROCRY_354	Scouring Pads: Used in last 6 months
GROCRY_355	Seasonings & Spices: Used in last 6 months
GROCRY_356	Shampoo (For Use At Home): Used in last 6 months
GROCRY_357	Shaving Creams Or Gels: Used in last 6 months
GROCRY_358	Shock Absorbers/Struts: Bought in last 12 Months
GROCRY_359	Shoe Polish: Bought/last 12 Months
GROCRY_360	Shortening: Used in last 6 months
GROCRY_361	Sleeping Tablets (Nonprescription): Used in last 6 months
GROCRY_362	Snack Cakes: Used in last 6 months
GROCRY_363	Snack Mixes: Bought/Last 6 Months
GROCRY_364	Soap & Detergents For Fine Fabrics: Used in last 6 months
GROCRY_365	Soap & Detergents For Regular Laundry: Used in last 6 months
GROCRY_366	Soap For Baby: Used in last 6 months
GROCRY_367	Sour Cream: Used in last 6 months
GROCRY_368	Soy Milk: Used in last 6 months
GROCRY_369	Soy Sauce: Used in last 6 months
GROCRY_370	Spaghetti/Pasta Sauce: Used in last 6 months
GROCRY_371	Spark Plugs: Bought in last 12 Months
GROCRY_372	Sports Drinks/Thirst Quenchers: Drank in Last 6 Months

EASI/MRI Grocery	
GROCRY_373	Spray Non-Stick Cooking Products: Used in last 6 months
GROCRY_374	Spray Starch: Used in last 6 months
GROCRY_375	Spread Cheese/Cheese Sauce: Used in last 6 months
GROCRY_376	Stimulants (Nonprescription): Used in last 6 months
GROCRY_377	Stockings & Pantyhose: Bought Last 6 Months
GROCRY_378	Stuffing Mixes And Stuffing Products: Used in last 6 months
GROCRY_379	Sugar: Used in last 6 months
GROCRY_380	Sunburn Remedies: Used in last 12 Months
GROCRY_381	Suntan & Sunscreen Products: Used in last 12 Months
GROCRY_382	Super Premium Domestic Beer/Ale: Drank in Last 6 Months
GROCRY_383	Table Syrup & Molasses: Used in last 6 months
GROCRY_384	Tampons (Women): Used in last 6 months
GROCRY_385	Teething Remedies: Used in last 6 months
GROCRY_386	Tequila: Drank in Last 6 Months
GROCRY_387	Tire Care: Bought in last 12 Months
GROCRY_388	Tires: Bought in last 12 Months
GROCRY_389	Toaster Products: Used in last 6 months
GROCRY_390	Toilet Paper: Used in last 6 months
GROCRY_391	Tomato And Vegetable Juices: Used in last 6 months
GROCRY_392	Tooth Whiteners (Not Toothpaste): Used in last 6 months
GROCRY_393	Toothache, Gum & Canker/Cold Sore Remedies: Used in last 6 months
GROCRY_394	Toothbrushes: Bought in Last 6 Months
GROCRY_395	Toothpaste: Used in last 6 months
GROCRY_396	Total Beer/Ale: Drank in Last 6 Months
GROCRY_397	Vegetarian Frozen Burgers: Used in last 6 months
GROCRY_398	Vermouth: Drank in Last 6 Months
GROCRY_399	Vinegar: Used in last 6 months
GROCRY_400	Vitamin And Dietary Supplements: Used in last 6 months
GROCRY_401	Vitamins For Children: Used in last 6 months
GROCRY_402	Vodka: Drank in Last 6 Months
GROCRY_403	Waffle Or Pancake Mix: Used in last 6 months
GROCRY_404	Wart & Corn Removers: Used in last 6 months
GROCRY_405	Water Softening Salts: Used in last 6 months
GROCRY_406	Waxed Paper: Used in last 6 months
GROCRY_407	Whipped Topping: Used in last 12 Months
GROCRY_408	Whole Coffee Beans: Used in last 6 months
GROCRY_409	Windshield Wipers: Bought in last 12 Months
GROCRY_410	Yeast: Used in last 6 months

## EASI/MRI Grocery

GROCRY\_411

Yogurt: Used in last 6 months

## EASI/MRI Insurance

INSURN_001	Insurance: All
INSURN_002	Life Insurance: Currently carry
INSURN_003	Life Insurance: Source (currently carried): From a union
INSURN_004	Life Insurance: Source (currently carried): From a place of work
INSURN_005	Life Insurance: Source (currently carried): From a fraternal or other membership group
INSURN_006	Life Insurance: Source (currently carried): Veterans life insurance
INSURN_007	Life Insurance: Source (currently carried): From a bank
INSURN_008	Life Insurance: Source (currently carried): With loan, mortgage or installment payments
INSURN_009	Life Insurance: Source (currently carried): Through an agent representing one company
INSURN_010	Life Insurance: Source (currently carried): Through an agent (broker) for many companies
INSURN_011	Life Insurance: Source (currently carried): In response to mail advertising (no agent)
INSURN_012	Life Insurance: Source (currently carried): Other
INSURN_013	Life Insurance: Policies Carried: Separate term policy
INSURN_014	Life Insurance: Policies Carried: Separate whole life policy
INSURN_015	Life Insurance: Policies Carried: Universal life
INSURN_016	Life Insurance: Policies Carried: Variable life
INSURN_017	Life Insurance: Policies Carried: Combination term/whole life policy
INSURN_018	Life Insurance: Policies Carried: Credit life
INSURN_019	Life Insurance: Companies (have policy): AFLAC
INSURN_020	Life Insurance: Companies (have policy): AIG
INSURN_021	Life Insurance: Companies (have policy): Allstate
INSURN_022	Life Insurance: Companies (have policy): American Family
INSURN_023	Life Insurance: Companies (have policy): American General
INSURN_024	Life Insurance: Companies (have policy): Bankers Life & Casualty
INSURN_025	Life Insurance: Companies (have policy): Cigna
INSURN_026	Life Insurance: Companies (have policy): Colonial Penn
INSURN_027	Life Insurance: Companies (have policy): Conseco
INSURN_028	Life Insurance: Companies (have policy): Equitable
INSURN_029	Life Insurance: Companies (have policy): Farm Bureau
INSURN_030	Life Insurance: Companies (have policy): Farmers Insurance Group
INSURN_031	Life Insurance: Companies (have policy): Gerber Life
INSURN_032	Life Insurance: Companies (have policy): Other
INSURN_033	Life Insurance: Companies (have policy): Hartford
INSURN_034	Life Insurance: Companies (have policy): ING
INSURN_035	Life Insurance: Companies (have policy): John Hancock Mutual
INSURN_036	Life Insurance: Companies (have policy): Lincoln Financial Group

## EASI/MRI Insurance

INSURN_037	Life Insurance: Companies (have policy): Massachusetts Mutual
INSURN_038	Life Insurance: Companies (have policy): MetLife
INSURN_039	Life Insurance: Companies (have policy): Mony (Mutual of New York)
INSURN_040	Life Insurance: Companies (have policy): Mutual of Omaha
INSURN_041	Life Insurance: Companies (have policy): Nationwide
INSURN_042	Life Insurance: Companies (have policy): New York Life
INSURN_043	Life Insurance: Companies (have policy): Northwestern Mutual
INSURN_044	Life Insurance: Companies (have policy): Principal
INSURN_045	Life Insurance: Companies (have policy): Prudential
INSURN_046	Life Insurance: Companies (have policy): SBLI
INSURN_047	Life Insurance: Companies (have policy): State Farm Mutual
INSURN_048	Life Insurance: Companies (have policy): TIAA-CREF
INSURN_049	Life Insurance: Companies (have policy): Travelers
INSURN_050	Life Insurance: Companies (have policy): Veterans Life
INSURN_051	Life Insurance: Companies (have policy): Western & Southern
INSURN_052	Life Insurance: Companies (have policy): Zurich
INSURN_053	Life Insurance: Companies (have policy): Other
INSURN_054	Life Insurance: Companies (have policy): Any Company
INSURN_055	Life Insurance: Companies (have policy): Any Company or Source
INSURN_056	Other Insurance: Types: Dental insurance
INSURN_057	Other Insurance: Types: Loss of income through medical causes insurance
INSURN_058	Other Insurance: Types: Personal liability insurance
INSURN_059	Other Insurance: Types: Travel insurance
INSURN_060	Other Insurance: Types: Vision care insurance
INSURN_061	Other Insurance: Types: Prescription Medicine
INSURN_062	Other Insurance: Types: Mortgage insurance
INSURN_063	Other Insurance: Types: Accidental death and dismemberment
INSURN_064	Other Insurance: Types: Boat owners insurance
INSURN_065	Other Insurance: Types: Long term care
INSURN_066	Other Insurance: Types: Disability
INSURN_067	Other Insurance: Types: Small business insurance
INSURN_068	Medical Insurance: Companies: Aetna US Healthcare
INSURN_069	Medical Insurance: Companies: AFLAC
INSURN_070	Medical Insurance: Companies: American Family
INSURN_071	Medical Insurance: Companies: Bankers Life & Casualty
INSURN_072	Medical Insurance: Companies: Blue Cross/Blue Shield
INSURN_073	Medical Insurance: Companies: Cigna
INSURN_074	Medical Insurance: Companies: Delta Dental

## EASI/MRI Insurance

INSURN_075	Medical Insurance: Companies: Other
INSURN_076	Medical Insurance: Companies: Group Health Cooperative
INSURN_077	Medical Insurance: Companies: Humana Care Plus
INSURN_078	Medical Insurance: Companies: Kaiser Permanente
INSURN_079	Medical Insurance: Companies: Other
INSURN_080	Medical Insurance: Companies: Mutual of Omaha
INSURN_081	Medical Insurance: Companies: Oxford
INSURN_082	Medical Insurance: Companies: Pacific Care/FHP
INSURN_083	Medical Insurance: Companies: Physicians Life
INSURN_084	Medical Insurance: Companies: Prudential
INSURN_085	Medical Insurance: Companies: State Farm Mutual
INSURN_086	Medical Insurance: Companies: Unicare
INSURN_087	Medical Insurance: Companies: United Healthcare
INSURN_088	Medical Insurance: Companies: USAA
INSURN_089	Medical Insurance: Companies: Other
INSURN_090	Homeowners Or Personal Property Insurance: Have on home or personal belongings
INSURN_091	Homeowners Or Personal Property Insurance: Homeowner
INSURN_092	Homeowners Or Personal Property Insurance: Renter
INSURN_093	Homeowners Or Personal Property Insurance: Condominium/Co-op
INSURN_094	Homeowners Or Personal Property Insurance: Currently Carry: Fire
INSURN_095	Homeowners Or Personal Property Insurance: Currently Carry: Liability
INSURN_096	Homeowners Or Personal Property Insurance: Currently Carry: Theft and Loss
INSURN_097	Homeowners Or Personal Property Insurance: Currently Carry: Other
INSURN_098	Homeowners Or Personal Property Insurance: Company: AAA
INSURN_099	Homeowners Or Personal Property Insurance: Company: AIG
INSURN_100	Homeowners Or Personal Property Insurance: Company: Allstate
INSURN_101	Homeowners Or Personal Property Insurance: Company: American Express
INSURN_102	Homeowners Or Personal Property Insurance: Company: American Family
INSURN_103	Homeowners Or Personal Property Insurance: Company: Other
INSURN_104	Homeowners Or Personal Property Insurance: Company: Country Companies
INSURN_105	Homeowners Or Personal Property Insurance: Company: Farmers Insurance Group
INSURN_106	Homeowners Or Personal Property Insurance: Company: Fireman's Fund America
INSURN_107	Homeowners Or Personal Property Insurance: Company: Hartford
INSURN_108	Homeowners Or Personal Property Insurance: Company: Kemper
INSURN_109	Homeowners Or Personal Property Insurance: Company: Liberty Mutual

<b>EASI/MRI Insurance</b>	
INSURN_110	Homeowners Or Personal Property Insurance: Company: MetLife
INSURN_111	Homeowners Or Personal Property Insurance: Company: Nationwide
INSURN_112	Homeowners Or Personal Property Insurance: Company: Prudential
INSURN_113	Homeowners Or Personal Property Insurance: Company: Safeco
INSURN_114	Homeowners Or Personal Property Insurance: Company: Shelter
INSURN_115	Homeowners Or Personal Property Insurance: Company: State Farm Mutual
INSURN_116	Homeowners Or Personal Property Insurance: Company: Travelers
INSURN_117	Homeowners Or Personal Property Insurance: Company: USAA
INSURN_118	Homeowners Or Personal Property Insurance: Company: Other
INSURN_119	Medical Insurance: Personally carry medical/hospital/accident insurance
INSURN_120	Medical Insurance: How Obtained: From a union
INSURN_121	Medical Insurance: How Obtained: From a place of work
INSURN_122	Medical Insurance: How Obtained: From a fraternal or other membership group
INSURN_123	Medical Insurance: How Obtained: Medicaid
INSURN_124	Medical Insurance: How Obtained: Medicare
INSURN_125	Medical Insurance: How Obtained: Other government source
INSURN_126	Medical Insurance: How Obtained: Through an agent representing one company
INSURN_127	Medical Insurance: How Obtained: Agent (broker) representing more than one company
INSURN_128	Medical Insurance: How Obtained: Mail advertising (no agent)
INSURN_129	Medical Insurance: How Obtained: Phone contact (no agent)
INSURN_130	Medical Insurance: How Obtained: Other
INSURN_131	Medical Insurance: Health Maintenance Organization (Hmo): Belong to HMO
INSURN_132	Autos/Other Vehicle Insurance: Number Of Vehicles In Household Covered: Any
INSURN_133	Autos/Other Vehicle Insurance: How Acquired: From an agent
INSURN_134	Autos/Other Vehicle Insurance: How Acquired: At place of work or union
INSURN_135	Autos/Other Vehicle Insurance: How Acquired: Fraternal organization or group
INSURN_136	Autos/Other Vehicle Insurance: How Acquired: Other
INSURN_137	Autos/Other Vehicle Insurance: Type Carried: Collision
INSURN_138	Autos/Other Vehicle Insurance: Type Carried: Liability
INSURN_139	Autos/Other Vehicle Insurance: Type Carried: Medical payments
INSURN_140	Autos/Other Vehicle Insurance: Type Carried: Uninsured motorist
INSURN_141	Autos/Other Vehicle Insurance: Type Carried: Comprehensive
INSURN_142	Autos/Other Vehicle Insurance: Type Carried: Towing
INSURN_143	Autos/Other Vehicle Insurance: Company: AAA
INSURN_144	Autos/Other Vehicle Insurance: Company: AIG

## EASI/MRI Insurance

INSURN_145	Autos/Other Vehicle Insurance: Company: Allstate
INSURN_146	Autos/Other Vehicle Insurance: Company: American Family Mutual
INSURN_147	Autos/Other Vehicle Insurance: Company: CNA
INSURN_148	Autos/Other Vehicle Insurance: Company: Country Companies
INSURN_149	Autos/Other Vehicle Insurance: Company: Farm Bureau
INSURN_150	Autos/Other Vehicle Insurance: Company: Farmers Insurance Group
INSURN_151	Autos/Other Vehicle Insurance: Company: Fireman's Fund American
INSURN_152	Autos/Other Vehicle Insurance: Company: GEICO
INSURN_153	Autos/Other Vehicle Insurance: Company: Hartford
INSURN_154	Autos/Other Vehicle Insurance: Company: Kemper
INSURN_155	Autos/Other Vehicle Insurance: Company: Liberty Mutual
INSURN_156	Autos/Other Vehicle Insurance: Company: Mercury
INSURN_157	Autos/Other Vehicle Insurance: Company: MetLife
INSURN_158	Autos/Other Vehicle Insurance: Company: Nationwide
INSURN_159	Autos/Other Vehicle Insurance: Company: Progressive
INSURN_160	Autos/Other Vehicle Insurance: Company: Prudential
INSURN_161	Autos/Other Vehicle Insurance: Company: Safeco
INSURN_162	Autos/Other Vehicle Insurance: Company: State Farm Mutual
INSURN_163	Autos/Other Vehicle Insurance: Company: Travelers
INSURN_164	Autos/Other Vehicle Insurance: Company: 21st Century
INSURN_165	Autos/Other Vehicle Insurance: Company: USAA
INSURN_166	Autos/Other Vehicle Insurance: Company: Other
INSURN_167	Homeowners Or Personal Property Insurance: Average Value Of Coverage
INSURN_168	Life Insurance: Average total face value at present time

## EASI/MRI Internet

INTRNT_001	Internet: All
INTRNT_002	Internet Access: At home
INTRNT_003	Internet Access: At work
INTRNT_004	Internet Access: At school or library
INTRNT_005	Internet Access: Another place
INTRNT_006	Internet Access: Any Access
INTRNT_007	Internet: Any Internet/Online usage
INTRNT_008	Internet Activities: Visited a chat room
INTRNT_009	Internet Activities: Used e-mail
INTRNT_010	Internet Activities: Used Instant Messenger
INTRNT_011	Internet Activities: Made a purchase for personal use
INTRNT_012	Internet Activities: Made a purchase for business use
INTRNT_013	Internet Activities: Made personal or business travel plans
INTRNT_014	Internet Activities: Played games online
INTRNT_015	Internet Activities: Obtained financial information
INTRNT_016	Internet Activities: Tracked investments
INTRNT_017	Internet Activities: Traded stocks, bonds or mutual funds
INTRNT_018	Internet Activities: Obtained the latest news/current events
INTRNT_019	Internet Activities: Obtained sports news/information
INTRNT_020	Internet Activities: Obtained information for new or used car purchase
INTRNT_021	Internet Activities: Obtained information about real estate
INTRNT_022	Internet Activities: Obtained medical information
INTRNT_023	Internet Activities: Looked for employment
INTRNT_024	Internet Activities: Visited a TV network or TV show's website
INTRNT_025	Internet Activities: Listened to Radio on the Internet
INTRNT_026	Internet Activities: Downloaded Music
INTRNT_027	Internet Usage: More than once a day
INTRNT_028	Internet Usage: Once a day
INTRNT_029	Internet Usage: 3-6 times a week
INTRNT_030	Internet Usage: 1-2 times a week
INTRNT_031	Internet Usage: Less than once a week
INTRNT_032	Online Services used: America Online (AOL)
INTRNT_033	Online Services used: AT&T
INTRNT_034	Online Services used: Earthlink
INTRNT_035	Online Services used: MSN (Microsoft Network)
INTRNT_036	Online Services used: NetZero/Juno
INTRNT_037	Online Services used: Other
INTRNT_038	Online Services used: Any Service

## EASI/MRI Internet

INTRNT_039	Web Sites visited in last 30 days: abc.com
INTRNT_040	Web Sites visited in last 30 days: aol.com
INTRNT_041	Web Sites visited in last 30 days: Ask.com (formerly askjeeves)
INTRNT_042	Web Sites visited in last 30 days: bankrate.com
INTRNT_043	Web Sites visited in last 30 days: cbs.com
INTRNT_044	Web Sites visited in last 30 days: CBS sportsline.com
INTRNT_045	Web Sites visited in last 30 days: CNET.com
INTRNT_046	Web Sites visited in last 30 days: CNN.com
INTRNT_047	Web Sites visited in last 30 days: ESPN.com
INTRNT_048	Web Sites visited in last 30 days: Excite.com
INTRNT_049	Web Sites visited in last 30 days: fox.com
INTRNT_050	Web Sites visited in last 30 days: foxnews.com
INTRNT_051	Web Sites visited in last 30 days: google.com
INTRNT_052	Web Sites visited in last 30 days: iVillage.com
INTRNT_053	Web Sites visited in last 30 days: Lycos.com
INTRNT_054	Web Sites visited in last 30 days: monster.com
INTRNT_055	Web Sites visited in last 30 days: msnbc.com
INTRNT_056	Web Sites visited in last 30 days: msn.com
INTRNT_057	Web Sites visited in last 30 days: MTV.com
INTRNT_058	Web Sites visited in last 30 days: nbc.com
INTRNT_059	Web Sites visited in last 30 days: Netscape.com
INTRNT_060	Web Sites visited in last 30 days: nytimes.com
INTRNT_061	Web Sites visited in last 30 days: pbs.org
INTRNT_062	Web Sites visited in last 30 days: USA Today.com
INTRNT_063	Web Sites visited in last 30 days: Weather.com
INTRNT_064	Web Sites visited in last 30 days: wsj.com
INTRNT_065	Web Sites visited in last 30 days: Yahoo.com
INTRNT_066	Web Sites visited in last 30 days: ZD Net.com

EASI/MRI Leisure	
LEISUR_001	Leisure: All
LEISUR_002	Leisure Activities: Attend auto shows: Participated in last 12 months
LEISUR_003	Leisure Activities: Adult education courses: Participated in last 12 months
LEISUR_004	Leisure Activities: Attend horse races: Participated in last 12 months
LEISUR_005	Leisure Activities: Attend country music performances: Participated in last 12 months
LEISUR_006	Leisure Activities: Attend rock music performances: Participated in last 12 months
LEISUR_007	Leisure Activities: Other: Participated in last 12 months
LEISUR_008	Leisure Activities: Attend other music performances: Participated in last 12 months
LEISUR_009	Leisure Activities: Attend dance performances: Participated in last 12 months
LEISUR_010	Leisure Activities: Backgammon: Participated in last 12 months
LEISUR_011	Leisure Activities: Baking: Participated in last 12 months
LEISUR_012	Leisure Activities: Barbecuing: Participated in last 12 months
LEISUR_013	Leisure Activities: Go to bars/night clubs: Participated in last 12 months
LEISUR_014	Leisure Activities: Go to beach: Participated in last 12 months
LEISUR_015	Leisure Activities: Billiards/pool: Participated in last 12 months
LEISUR_016	Leisure Activities: Birdwatching: Participated in last 12 months
LEISUR_017	Leisure Activities: Board games: Participated in last 12 months
LEISUR_018	Leisure Activities: Book clubs: Participated in last 12 months
LEISUR_019	Leisure Activities: Ceramics/pottery: Participated in last 12 months
LEISUR_020	Leisure Activities: Chess: Participated in last 12 months
LEISUR_021	Leisure Activities: Cooking for fun: Participated in last 12 months
LEISUR_022	Leisure Activities: Concerts on radio: Participated in last 12 months
LEISUR_023	Leisure Activities: Crossword puzzles: Participated in last 12 months
LEISUR_024	Leisure Activities: Dance/go dancing: Participated in last 12 months
LEISUR_025	Leisure Activities: Dining out: Participated in last 12 months
LEISUR_026	Leisure Activities: Electronic games (not TV): Participated in last 12 months
LEISUR_027	Leisure Activities: Entertain friends or relatives at home: Participated in last 12 months
LEISUR_028	Leisure Activities: Other: Participated in last 12 months
LEISUR_029	Leisure Activities: Fly kites: Participated in last 12 months
LEISUR_030	Leisure Activities: Furniture refinishing: Participated in last 12 months
LEISUR_031	Leisure Activities: Other: Participated in last 12 months

EASI/MRI Leisure	
LEISUR_032	Leisure Activities: Other: Participated in last 12 months
LEISUR_033	Leisure Activities: Go to live theater: Participated in last 12 months
LEISUR_034	Leisure Activities: Model making: Participated in last 12 months
LEISUR_035	Leisure Activities: Go to museums: Participated in last 12 months
LEISUR_036	Leisure Activities: Painting, drawing: Participated in last 12 months
LEISUR_037	Leisure Activities: Photography: Participated in last 12 months
LEISUR_038	Leisure Activities: Photo Album/Scrapbooking: Participated in last 12 months
LEISUR_039	Leisure Activities: Picnic: Participated in last 12 months
LEISUR_040	Leisure Activities: Play bingo: Participated in last 12 months
LEISUR_041	Leisure Activities: Play cards: Participated in last 12 months
LEISUR_042	Leisure Activities: Play musical instrument: Participated in last 12 months
LEISUR_043	Leisure Activities: Reading books: Participated in last 12 months
LEISUR_044	Leisure Activities: Other: Participated in last 12 months
LEISUR_045	Leisure Activities: Word games: Participated in last 12 months
LEISUR_046	Leisure Activities: Trivia games: Participated in last 12 months
LEISUR_047	Leisure Activities: Other: Participated in last 12 months
LEISUR_048	Leisure Activities: Video games: Participated in last 12 months
LEISUR_049	Leisure Activities: Woodworking: Participated in last 12 months
LEISUR_050	Leisure Activities: Zoo attendance: Participated in last 12 months
LEISUR_051	Leisure Activities: Engaged In: Collecting - coins
LEISUR_052	Leisure Activities: Engaged In: Collecting - figurines
LEISUR_053	Leisure Activities: Engaged In: Collecting - stamps
LEISUR_054	Leisure Activities: Engaged In: Collecting - sports trading cards
LEISUR_055	Leisure Activities: Engaged In: Electric trains
LEISUR_056	Leisure Activities: Engaged In: Indoor gardening & plants
LEISUR_057	Leisure Activities: Engaged In: Listen to music
LEISUR_058	Leisure Activities: Engaged In: Raising pets
LEISUR_059	Leisure Activities: Engaged In: Tropical fish
LEISUR_060	Leisure Activities: Engaged In: Any leisure activity
LEISUR_061	Public Activities: Voted in Federal, State, or Local Election
LEISUR_062	Public Activities: Written or called any politician at the state, local, or national level
LEISUR_063	Public Activities: Written a letter to the editor of a newspaper or magazine or called a live radio or TV show
LEISUR_064	Public Activities: Written something that has been published
LEISUR_065	Public Activities: Written an article for a magazine or newspaper
LEISUR_066	Public Activities: Attended a political rally, speech, or organized protest of any kind

EASI/MRI Leisure	
LEISUR_067	Public Activities: Attended a public meeting on town or school affairs
LEISUR_068	Public Activities: Held or run for political office
LEISUR_069	Public Activities: Served on a committee for some local organization
LEISUR_070	Public Activities: Served as an officer for some club or organization
LEISUR_071	Public Activities: Signed a petition
LEISUR_072	Public Activities: Worked for a political party
LEISUR_073	Public Activities: Made a speech
LEISUR_074	Public Activities: Been an active member of any group that tries to influence public policy or government
LEISUR_075	Public Activities: Participated in environmental groups/causes
LEISUR_076	Public Activities: Engaged in fund raising
LEISUR_077	Public Activities: Recycled products
LEISUR_078	Public Activities: Any activity
LEISUR_079	Casino Gambling: Times Gambled: Atlantic City: Any
LEISUR_080	Casino Gambling: Times Gambled: Bahamas: Any
LEISUR_081	Casino Gambling: Times Gambled: Connecticut: Any
LEISUR_082	Casino Gambling: Times Gambled: Lake Tahoe: Any
LEISUR_083	Casino Gambling: Times Gambled: Las Vegas: Any
LEISUR_084	Casino Gambling: Times Gambled: Mississippi Gulf Coast: Any
LEISUR_085	Casino Gambling: Times Gambled: Reno: Any
LEISUR_086	Casino Gambling: Times Gambled: Other: Any
LEISUR_087	Casino Gambling: Times Gambled: Any gambling: Any
LEISUR_088	Movie Attendance: Attended a movie
LEISUR_089	Movie Attendance: Once a week or more
LEISUR_090	Movie Attendance: 2-3 times a month
LEISUR_091	Movie Attendance: Once a month
LEISUR_092	Movie Attendance: Less than once a month
LEISUR_093	Needlecraft And Sewing: Sewing - general mending: Any
LEISUR_094	Needlecraft And Sewing: Sewing - garments from patterns: Any
LEISUR_095	Needlecraft And Sewing: Knitting: Any
LEISUR_096	Needlecraft And Sewing: Crocheting: Any
LEISUR_097	Needlecraft And Sewing: Cross-stitch: Any
LEISUR_098	Needlecraft And Sewing: Needlepoint: Any
LEISUR_099	Needlecraft And Sewing: Quilting: Any
LEISUR_100	Garden: Have a garden
LEISUR_101	Garden: Participated in outdoor gardening in last 12 months

## EASI/MRI Media Audio

MEDAUD_001	Media Audio: All
MEDAUD_002	Radio Formats: Adult Contemporary
MEDAUD_003	Radio Formats: Adult Standards
MEDAUD_004	Radio Formats: All News
MEDAUD_005	Radio Formats: All Talk
MEDAUD_006	Radio Formats: Alternative
MEDAUD_007	Radio Formats: CHR
MEDAUD_008	Radio Formats: Classic Hits
MEDAUD_009	Radio Formats: Classic Rock
MEDAUD_010	Radio Formats: Classical
MEDAUD_011	Radio Formats: Country
MEDAUD_012	Radio Formats: Easy Listening
MEDAUD_013	Radio Formats: Ethnic
MEDAUD_014	Radio Formats: Gospel
MEDAUD_015	Radio Formats: Hispanic
MEDAUD_016	Radio Formats: Jazz
MEDAUD_017	Radio Formats: News/Talk
MEDAUD_018	Radio Formats: Oldies
MEDAUD_019	Radio Formats: Public
MEDAUD_020	Radio Formats: Religious
MEDAUD_021	Radio Formats: Rock
MEDAUD_022	Radio Formats: Soft Adult Contemporary
MEDAUD_023	Radio Formats: Sports
MEDAUD_024	Radio Formats: Urban
MEDAUD_025	Radio Formats: Variety/Other
MEDAUD_026	Radio Listening: 6:00 am 10:00 am: Weekday Did not listen
MEDAUD_027	Radio Listening: 10:00 am 3:00 pm: Weekday Did not listen
MEDAUD_028	Radio Listening: 3:00 pm 7:00 pm: Weekday Did not listen
MEDAUD_029	Radio Listening: 7:00 pm Midnight: Weekday Did not listen
MEDAUD_030	Radio Listening: Midnight 6:00 am: Weekday Did not listen
MEDAUD_031	Radio Listening: 6:00 am 10:00 am: Weekday 1/2 hour
MEDAUD_032	Radio Listening: 10:00 am 3:00 pm: Weekday 1/2 hour
MEDAUD_033	Radio Listening: 3:00 pm 7:00 pm: Weekday 1/2 hour
MEDAUD_034	Radio Listening: 7:00 pm Midnight: Weekday 1/2 hour
MEDAUD_035	Radio Listening: Midnight 6:00 am: Weekday 1/2 hour
MEDAUD_036	Radio Listening: 6:00 am 10:00 am: Weekday 1 hour
MEDAUD_037	Radio Listening: 10:00 am 3:00 pm: Weekday 1 hour
MEDAUD_038	Radio Listening: 3:00 pm 7:00 pm: Weekday 1 hour

## EASI/MRI Media Audio

MEDAUD_039	Radio Listening: 7:00 pm Midnight: Weekday 1 hour
MEDAUD_040	Radio Listening: Midnight 6:00 am: Weekday 1 hour
MEDAUD_041	Radio Listening: 6:00 am 10:00 am: Weekday 1 1/2 hour
MEDAUD_042	Radio Listening: 10:00 am 3:00 pm: Weekday 1 1/2 hour
MEDAUD_043	Radio Listening: 3:00 pm 7:00 pm: Weekday 1 1/2 hour
MEDAUD_044	Radio Listening: 7:00 pm Midnight: Weekday 1 1/2 hour
MEDAUD_045	Radio Listening: Midnight 6:00 am: Weekday 1 1/2 hour
MEDAUD_046	Radio Listening: 6:00 am 10:00 am: Weekday 2 hours
MEDAUD_047	Radio Listening: 10:00 am 3:00 pm: Weekday 2 hours
MEDAUD_048	Radio Listening: 3:00 pm 7:00 pm: Weekday 2 hours
MEDAUD_049	Radio Listening: 7:00 pm Midnight: Weekday 2 hours
MEDAUD_050	Radio Listening: Midnight 6:00 am: Weekday 2 hours
MEDAUD_051	Radio Listening: 6:00 am 10:00 am: Weekday 2 1/2 hours
MEDAUD_052	Radio Listening: 10:00 am 3:00 pm: Weekday 2 1/2 hours
MEDAUD_053	Radio Listening: 3:00 pm 7:00 pm: Weekday 2 1/2 hours
MEDAUD_054	Radio Listening: 7:00 pm Midnight: Weekday 2 1/2 hours
MEDAUD_055	Radio Listening: Midnight 6:00 am: Weekday 2 1/2 hours
MEDAUD_056	Radio Listening: 6:00 am 10:00 am: Weekday 3 hours
MEDAUD_057	Radio Listening: 10:00 am 3:00 pm: Weekday 3 hours
MEDAUD_058	Radio Listening: 3:00 pm 7:00 pm: Weekday 3 hours
MEDAUD_059	Radio Listening: 7:00 pm Midnight: Weekday 3 hours
MEDAUD_060	Radio Listening: Midnight 6:00 am: Weekday 3 hours
MEDAUD_061	Radio Listening: 6:00 am 10:00 am: Weekday 3 1/2 hours
MEDAUD_062	Radio Listening: 10:00 am 3:00 pm: Weekday 3 1/2 hours
MEDAUD_063	Radio Listening: 3:00 pm 7:00 pm: Weekday 3 1/2 hours
MEDAUD_064	Radio Listening: 7:00 pm Midnight: Weekday 3 1/2 hours
MEDAUD_065	Radio Listening: Midnight 6:00 am: Weekday 3 1/2 hours
MEDAUD_066	Radio Listening: 6:00 am 10:00 am: Weekday 4 hours
MEDAUD_067	Radio Listening: 10:00 am 3:00 pm: Weekday 4 hours
MEDAUD_068	Radio Listening: 3:00 pm 7:00 pm: Weekday 4 hours
MEDAUD_069	Radio Listening: 7:00 pm Midnight: Weekday 4 hours
MEDAUD_070	Radio Listening: Midnight 6:00 am: Weekday 4 hours
MEDAUD_071	Radio Listening: 6:00 am 10:00 am: Weekday 4 1/2 hours
MEDAUD_072	Radio Listening: 10:00 am 3:00 pm: Weekday 4 1/2 hours
MEDAUD_073	Radio Listening: 3:00 pm 7:00 pm: Weekday 4 1/2 hours
MEDAUD_074	Radio Listening: 7:00 pm Midnight: Weekday 4 1/2 hours
MEDAUD_075	Radio Listening: Midnight 6:00 am: Weekday 4 1/2 hours
MEDAUD_076	Radio Listening: 6:00 am 10:00 am: Weekday 5+ hours
MEDAUD_077	Radio Listening: 10:00 am 3:00 pm: Weekday 5+ hours

## EASI/MRI Media Audio

MEDAUD_078	Radio Listening: 3:00 pm 7:00 pm: Weekday 5+ hours
MEDAUD_079	Radio Listening: 7:00 pm Midnight: Weekday 5+ hours
MEDAUD_080	Radio Listening: Midnight 6:00 am: Weekday 5+ hours
MEDAUD_081	Radio Listening: 6:00 am 10:00 am: Weekend Did not listen
MEDAUD_082	Radio Listening: 10:00 am 3:00 pm: Weekend Did not listen
MEDAUD_083	Radio Listening: 3:00 pm 7:00 pm: Weekend Did not listen
MEDAUD_084	Radio Listening: 7:00 pm Midnight: Weekend Did not listen
MEDAUD_085	Radio Listening: Midnight 6:00 am: Weekend Did not listen
MEDAUD_086	Radio Listening: 6:00 am 10:00 am: Weekend 1/2 hour
MEDAUD_087	Radio Listening: 10:00 am 3:00 pm: Weekend 1/2 hour
MEDAUD_088	Radio Listening: 3:00 pm 7:00 pm: Weekend 1/2 hour
MEDAUD_089	Radio Listening: 7:00 pm Midnight: Weekend 1/2 hour
MEDAUD_090	Radio Listening: Midnight 6:00 am: Weekend 1/2 hour
MEDAUD_091	Radio Listening: 6:00 am 10:00 am: Weekend 1 hour
MEDAUD_092	Radio Listening: 10:00 am 3:00 pm: Weekend 1 hour
MEDAUD_093	Radio Listening: 3:00 pm 7:00 pm: Weekend 1 hour
MEDAUD_094	Radio Listening: 7:00 pm Midnight: Weekend 1 hour
MEDAUD_095	Radio Listening: Midnight 6:00 am: Weekend 1 hour
MEDAUD_096	Radio Listening: 6:00 am 10:00 am: Weekend 1 1/2 hour
MEDAUD_097	Radio Listening: 10:00 am 3:00 pm: Weekend 1 1/2 hour
MEDAUD_098	Radio Listening: 3:00 pm 7:00 pm: Weekend 1 1/2 hour
MEDAUD_099	Radio Listening: 7:00 pm Midnight: Weekend 1 1/2 hour
MEDAUD_100	Radio Listening: Midnight 6:00 am: Weekend 1 1/2 hour
MEDAUD_101	Radio Listening: 6:00 am 10:00 am: Weekend 2 hours
MEDAUD_102	Radio Listening: 10:00 am 3:00 pm: Weekend 2 hours
MEDAUD_103	Radio Listening: 3:00 pm 7:00 pm: Weekend 2 hours
MEDAUD_104	Radio Listening: 7:00 pm Midnight: Weekend 2 hours
MEDAUD_105	Radio Listening: Midnight 6:00 am: Weekend 2 hours
MEDAUD_106	Radio Listening: 6:00 am 10:00 am: Weekend 2 1/2 hours
MEDAUD_107	Radio Listening: 10:00 am 3:00 pm: Weekend 2 1/2 hours
MEDAUD_108	Radio Listening: 3:00 pm 7:00 pm: Weekend 2 1/2 hours
MEDAUD_109	Radio Listening: 7:00 pm Midnight: Weekend 2 1/2 hours
MEDAUD_110	Radio Listening: Midnight 6:00 am: Weekend 2 1/2 hours
MEDAUD_111	Radio Listening: 6:00 am 10:00 am: Weekend 3 hours
MEDAUD_112	Radio Listening: 10:00 am 3:00 pm: Weekend 3 hours
MEDAUD_113	Radio Listening: 3:00 pm 7:00 pm: Weekend 3 hours
MEDAUD_114	Radio Listening: 7:00 pm Midnight: Weekend 3 hours
MEDAUD_115	Radio Listening: Midnight 6:00 am: Weekend 3 hours
MEDAUD_116	Radio Listening: 6:00 am 10:00 am: Weekend 3 1/2 hours

<b>EASI/MRI Media Audio</b>	
MEDAUD_117	Radio Listening: 10:00 am 3:00 pm: Weekend 3 1/2 hours
MEDAUD_118	Radio Listening: 3:00 pm 7:00 pm: Weekend 3 1/2 hours
MEDAUD_119	Radio Listening: 7:00 pm Midnight: Weekend 3 1/2 hours
MEDAUD_120	Radio Listening: Midnight 6:00 am: Weekend 3 1/2 hours
MEDAUD_121	Radio Listening: 6:00 am 10:00 am: Weekend 4 hours
MEDAUD_122	Radio Listening: 10:00 am 3:00 pm: Weekend 4 hours
MEDAUD_123	Radio Listening: 3:00 pm 7:00 pm: Weekend 4 hours
MEDAUD_124	Radio Listening: 7:00 pm Midnight: Weekend 4 hours
MEDAUD_125	Radio Listening: Midnight 6:00 am: Weekend 4 hours
MEDAUD_126	Radio Listening: 6:00 am 10:00 am: Weekend 4 1/2 hours
MEDAUD_127	Radio Listening: 10:00 am 3:00 pm: Weekend 4 1/2 hours
MEDAUD_128	Radio Listening: 3:00 pm 7:00 pm: Weekend 4 1/2 hours
MEDAUD_129	Radio Listening: 7:00 pm Midnight: Weekend 4 1/2 hours
MEDAUD_130	Radio Listening: Midnight 6:00 am: Weekend 4 1/2 hours
MEDAUD_131	Radio Listening: 6:00 am 10:00 am: Weekend 5+ hours
MEDAUD_132	Radio Listening: 10:00 am 3:00 pm: Weekend 5+ hours
MEDAUD_133	Radio Listening: 3:00 pm 7:00 pm: Weekend 5+ hours
MEDAUD_134	Radio Listening: 7:00 pm Midnight: Weekend 5+ hours
MEDAUD_135	Radio Listening: Midnight 6:00 am: Weekend 5+ hours
MEDAUD_136	Media Quintile/Tercile Codes: Radio I (Heavy)
MEDAUD_137	Media Quintile/Tercile Codes: Radio II
MEDAUD_138	Media Quintile/Tercile Codes: Radio III
MEDAUD_139	Media Quintile/Tercile Codes: Radio IV
MEDAUD_140	Media Quintile/Tercile Codes: Radio V (Light)

EASI/MRI Media Read	
MEDREA_001	Media Read: All
MEDREA_002	Books: Total Users: Bought last 12 months: Total Category
MEDREA_003	Books: Total Users: 10+ Bought last 12 months: Total Category
MEDREA_004	Books: Medium Users: 4-9 Bought last 12 months: Total Category
MEDREA_005	Books: Light Users: 1-3 Bought last 12 months: Total Category
MEDREA_006	Books: Total Users: Bought last 12 months: Cookbooks
MEDREA_007	Books: Total Users: Bought last 12 months: Desk Dictionary
MEDREA_008	Books: Total Users: Bought last 12 months: Encyclopedia
MEDREA_009	Books: Total Users: Bought last 12 months: Mystery
MEDREA_010	Books: Total Users: Bought last 12 months: Novel
MEDREA_011	Books: Total Users: Bought last 12 months: Biography
MEDREA_012	Books: Total Users: Bought last 12 months: History
MEDREA_013	Books: Total Users: Bought last 12 months: Science Fiction
MEDREA_014	Books: Total Users: Bought last 12 months: Children's Books
MEDREA_015	Books: Total Users: Bought last 12 months: Adventure/Role Playing
MEDREA_016	Books: Total Users: Bought last 12 months: Romance
MEDREA_017	Books: Total Users: Bought last 12 months: Personal/Business Self-help
MEDREA_018	Books: Total Users: Bought last 12 months: Religious (not Bibles)
MEDREA_019	Books: Total Users: Bought last 12 months: Other
MEDREA_020	Books: Total Users: 4+ Bought last 12 months: Cookbooks
MEDREA_021	Books: Total Users: 4+ Bought last 12 months: Desk Dictionary
MEDREA_022	Books: Total Users: 5+ Bought last 12 months: Encyclopedia
MEDREA_023	Books: Total Users: 6+ Bought last 12 months: Mystery
MEDREA_024	Books: Total Users: 6+ Bought last 12 months: Novel
MEDREA_025	Books: Total Users: 4+ Bought last 12 months: Biography
MEDREA_026	Books: Total Users: 4+ Bought last 12 months: History
MEDREA_027	Books: Total Users: 5+ Bought last 12 months: Science Fiction
MEDREA_028	Books: Total Users: 7+ Bought last 12 months: Children's Books
MEDREA_029	Books: Total Users: 4+ Bought last 12 months: Adventure/Role Playing
MEDREA_030	Books: Total Users: 5+ Bought last 12 months: Romance
MEDREA_031	Books: Total Users: 4+ Bought last 12 months: Personal/Business Self-help
MEDREA_032	Books: Total Users: 4+ Bought last 12 months: Religious (not Bibles)
MEDREA_033	Books: Total Users: 7+ Bought last 12 months: Other
MEDREA_034	Books: Medium Users: 2-3 Bought last 12 months: Cookbooks

EASI/MRI Media Read	
MEDREA_035	Books: Medium Users: 2-3 Bought last 12 months: Desk Dictionary
MEDREA_036	Books: Medium Users: 2-4 Bought last 12 months: Encyclopedia
MEDREA_037	Books: Medium Users: 3-5 Bought last 12 months: Mystery
MEDREA_038	Books: Medium Users: 3-5 Bought last 12 months: Novel
MEDREA_039	Books: Medium Users: 2-3 Bought last 12 months: Biography
MEDREA_040	Books: Medium Users: 2-3 Bought last 12 months: History
MEDREA_041	Books: Medium Users: 2-4 Bought last 12 months: Science Fiction
MEDREA_042	Books: Medium Users: 3-6 Bought last 12 months: Children's Books
MEDREA_043	Books: Medium Users: 2-3 Bought last 12 months: Adventure/Role Playing
MEDREA_044	Books: Medium Users: 2-4 Bought last 12 months: Romance
MEDREA_045	Books: Medium Users: 2-3 Bought last 12 months: Personal/Business Self-help
MEDREA_046	Books: Medium Users: 2-3 Bought last 12 months: Religious (not Bibles)
MEDREA_047	Books: Medium Users: 3-6 Bought last 12 months: Other
MEDREA_048	Books: Light Users: 0-1 Bought last 12 months: Cookbooks
MEDREA_049	Books: Light Users: 0-1 Bought last 12 months: Desk Dictionary
MEDREA_050	Books: Light Users: 0-1 Bought last 12 months: Encyclopedia
MEDREA_051	Books: Light Users: 0-2 Bought last 12 months: Mystery
MEDREA_052	Books: Light Users: 0-2 Bought last 12 months: Novel
MEDREA_053	Books: Light Users: 0-1 Bought last 12 months: Biography
MEDREA_054	Books: Light Users: 0-1 Bought last 12 months: History
MEDREA_055	Books: Light Users: 0-1 Bought last 12 months: Science Fiction
MEDREA_056	Books: Light Users: 0-2 Bought last 12 months: Children's Books
MEDREA_057	Books: Light Users: 0-1 Bought last 12 months: Adventure/Role Playing
MEDREA_058	Books: Light Users: 0-1 Bought last 12 months: Romance
MEDREA_059	Books: Light Users: 0-1 Bought last 12 months: Personal/Business Self-help
MEDREA_060	Books: Light Users: 0-1 Bought last 12 months: Religious (not Bibles)
MEDREA_061	Books: Light Users: 0-2 Bought last 12 months: Other
MEDREA_062	Books: Total Users: Bought last 12 months: Where bought: Book club
MEDREA_063	Books: Total Users: Bought last 12 months: Where bought: Book store
MEDREA_064	Books: Total Users: Bought last 12 months: Where bought: Convenience store
MEDREA_065	Books: Total Users: Bought last 12 months: Where bought: Department store

EASI/MRI Media Read	
MEDREA_066	Books: Total Users: Bought last 12 months: Where bought: Drug store
MEDREA_067	Books: Total Users: Bought last 12 months: Where bought: Internet/Online
MEDREA_068	Books: Total Users: Bought last 12 months: Where bought: Mail order
MEDREA_069	Books: Total Users: Bought last 12 months: Where bought: Supermarket
MEDREA_070	Books: Total Users: Bought last 12 months: Where bought: Warehouse store
MEDREA_071	Magazine Types: Airline
MEDREA_072	Magazine Types: Automotive
MEDREA_073	Magazine Types: Babies
MEDREA_074	Magazine Types: Boating
MEDREA_075	Magazine Types: Bridal
MEDREA_076	Magazine Types: Business/Finance
MEDREA_077	Magazine Types: Computers
MEDREA_078	Magazine Types: Epicurean
MEDREA_079	Magazine Types: Fishing/Hunting
MEDREA_080	Magazine Types: Fraternal
MEDREA_081	Magazine Types: General Editorial
MEDREA_082	Magazine Types: Health
MEDREA_083	Magazine Types: Home Service
MEDREA_084	Magazine Types: Men
MEDREA_085	Magazine Types: Motorcycle
MEDREA_086	Magazine Types: Music
MEDREA_087	Magazine Types: News and Entertainment Weeklies
MEDREA_088	Magazine Types: Newspaper Distributed
MEDREA_089	Magazine Types: Outdoor Recreation
MEDREA_090	Magazine Types: Parenthood
MEDREA_091	Magazine Types: Photography
MEDREA_092	Magazine Types: Science/Technology
MEDREA_093	Magazine Types: Sports
MEDREA_094	Magazine Types: Travel
MEDREA_095	Magazine Types: Video Games/PC & Console
MEDREA_096	Magazine Types: Women
MEDREA_097	Magazine Types: Women Fashion
MEDREA_098	Media Quintile/Tercile Codes: Magazines I (Heavy)
MEDREA_099	Media Quintile/Tercile Codes: Magazines II
MEDREA_100	Media Quintile/Tercile Codes: Magazines III
MEDREA_101	Media Quintile/Tercile Codes: Magazines IV

EASI/MRI Media Read	
MEDREA_102	Media Quintile/Tercile Codes: Magazines V (Light)
MEDREA_103	Media Quintile/Tercile Codes: Newspaper I (Heavy)
MEDREA_104	Media Quintile/Tercile Codes: Newspaper II
MEDREA_105	Media Quintile/Tercile Codes: Newspaper III
MEDREA_106	Media Quintile/Tercile Codes: Newspaper IV
MEDREA_107	Media Quintile/Tercile Codes: Newspaper V (Light)
MEDREA_108	Media Quintile/Tercile Codes: Outdoor I (Heavy)
MEDREA_109	Media Quintile/Tercile Codes: Outdoor II
MEDREA_110	Media Quintile/Tercile Codes: Outdoor III
MEDREA_111	Media Quintile/Tercile Codes: Outdoor IV
MEDREA_112	Media Quintile/Tercile Codes: Outdoor V (Light)
MEDREA_113	Media Quintile/Tercile Codes: Yellow Pages I (Heavy)
MEDREA_114	Media Quintile/Tercile Codes: Yellow Pages II
MEDREA_115	Media Quintile/Tercile Codes: Yellow Pages III (Light)
MEDREA_116	Newspapers: Read any daily newspaper
MEDREA_117	Newspapers: Read any one daily newspaper
MEDREA_118	Newspapers: Read any two or more daily newspapers
MEDREA_119	Newspapers: Read any Sunday newspaper
MEDREA_120	Newspapers: Read any one Sunday newspaper
MEDREA_121	Newspapers: Read any two or more Sunday newspapers

<b>EASI/MRI Media Watch</b>	
MEDWAT_001	Media Watch: All
MEDWAT_002	Cable available in neighborhood
MEDWAT_003	HH subscribes to cable
MEDWAT_004	HH subscribes to digital cable
MEDWAT_005	HH has satellite dish
MEDWAT_006	DirecTV
MEDWAT_007	Dish Network
MEDWAT_008	Other satellite dish programming company
MEDWAT_009	Any premium channel viewing/past 30 days
MEDWAT_010	Watched any pay per-view/past 12 mos
MEDWAT_011	Any cable viewing/past wk
MEDWAT_012	Heavy cable viewing/15+ hrs past wk
MEDWAT_013	ABC Family Channel
MEDWAT_014	Media Watch: A&E
MEDWAT_015	AMC (American Movie Classics)
MEDWAT_016	Animal Planet
MEDWAT_017	BBC America
MEDWAT_018	BET (Black Entertainment TV)
MEDWAT_019	Bloomberg Television
MEDWAT_020	Bravo
MEDWAT_021	Cartoon Network
MEDWAT_022	CMT (Country Music Television)
MEDWAT_023	CNBC
MEDWAT_024	Media Watch: CNN
MEDWAT_025	Comedy Central
MEDWAT_026	Court TV
MEDWAT_027	Discovery Channel
MEDWAT_028	Discovery Health
MEDWAT_029	Discovery Home
MEDWAT_030	Discovery Times
MEDWAT_031	Disney Channel
MEDWAT_032	DIY (Do It Yourself Network)
MEDWAT_033	E!
MEDWAT_034	ESPN
MEDWAT_035	ESPN 2
MEDWAT_036	ESPN Classic
MEDWAT_037	ESPNews
MEDWAT_038	Fine Living

## EASI/MRI Media Watch

MEDWAT_039	Flix
MEDWAT_040	Food Network
MEDWAT_041	Fox News Channel
MEDWAT_042	FSN (Fox Sports Net)
MEDWAT_043	Fuse
MEDWAT_044	FX
MEDWAT_045	G4
MEDWAT_046	GSN (Game Show Network)
MEDWAT_047	Golf Channel
MEDWAT_048	GAC (Great American Country)
MEDWAT_049	Hallmark Channel
MEDWAT_050	Headline CNN News
MEDWAT_051	History Channel
MEDWAT_052	HGTV (Home & Garden Television)
MEDWAT_053	HSN (Home Shopping Network)
MEDWAT_054	IFC (Independent Film Channel)
MEDWAT_055	Lifetime
MEDWAT_056	Lifetime Movie Network (LMN)
MEDWAT_057	Military Channel
MEDWAT_058	MSNBC
MEDWAT_059	Media Watch: MTV
MEDWAT_060	MTV2
MEDWAT_061	National Geographic Channel
MEDWAT_062	Nick at Nite
MEDWAT_063	Nickelodeon
MEDWAT_064	OLN (Outdoor Life Network)
MEDWAT_065	Outdoor Channel
MEDWAT_066	Oxygen
MEDWAT_067	Media Watch: QVC
MEDWAT_068	Science Channel
MEDWAT_069	Sci-Fi Channel
MEDWAT_070	Shop at Home
MEDWAT_071	Soap Net
MEDWAT_072	Speed Channel
MEDWAT_073	Spike TV
MEDWAT_074	Style
MEDWAT_075	Sundance
MEDWAT_076	Superstation WGN
MEDWAT_077	Media Watch: TBS

## EASI/MRI Media Watch

MEDWAT_078	TLC (The Learning Channel)
MEDWAT_079	Toon Disney
MEDWAT_080	Travel Channel
MEDWAT_081	Trio
MEDWAT_082	TNT (Turner Network Television)
MEDWAT_083	TCM (Turner Classic Movies)
MEDWAT_084	TV Guide Channel
MEDWAT_085	TV Land
MEDWAT_086	USA Network
MEDWAT_087	VH-1
MEDWAT_088	VH-1 Classic
MEDWAT_089	Weather Channel
MEDWAT_090	WE (Women's Entertainment)
MEDWAT_091	Pay service: watched Cinemax/past 7 days
MEDWAT_092	Pay service: watched Encore/past 7 days
MEDWAT_093	Pay service: watched HBO/past 7 days
MEDWAT_094	Pay service: watched The Movie Channel/past 7 days
MEDWAT_095	Pay service: watched Showtime/past 7 days
MEDWAT_096	Pay service: watched Starz!/past 7 days
MEDWAT_097	TV Viewing: Weekdays: 6:00 am-7:00 am (all zones)
MEDWAT_098	TV Viewing: Weekdays: 7:00 am-9:00 am (all zones)
MEDWAT_099	TV Viewing: Weekdays: 9:00 am-12 noon (all zones)
MEDWAT_100	TV Viewing: Weekdays: 12noon-4:00 pm (Eastern/Pacific) 12noon-3:00 pm (Central/Midwest)
MEDWAT_101	TV Viewing: Weekdays: 4:00 pm-6:00 pm (Eastern/Pacific), 3:00 pm-5:00 pm (Central/Mountain)
MEDWAT_102	TV Viewing: Weekdays: 6:00 pm-7:00 pm (Eastern/Pacific), 5:00 pm-6:00 pm (Central/Mountain)
MEDWAT_103	TV Viewing: Weekdays: 7:00 pm-7:30 pm (Eastern/Pacific), 6:00 pm-6:30 pm (Central/Mountain)
MEDWAT_104	TV Viewing: Weekdays: 7:30 pm-8:00 pm (Eastern/Pacific), 6:30 pm-7:00 pm (Central/Mountain)
MEDWAT_105	TV Viewing: Weekdays: 8:00 pm-11:00 pm (Eastern/Pacific), 7:00 pm-10:00 pm (Central/Mountain)
MEDWAT_106	TV Viewing: Weekdays: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm (Central/Mountain)
MEDWAT_107	TV Viewing: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-midnight (Central/Mountain)
MEDWAT_108	TV Viewing: Weekdays: 1:00 am-6:00 am (Eastern/Pacific), 12:00 am-6:00 am (Central/Mountain)
MEDWAT_109	TV Viewing: Saturday: 7:00 am-10:00 am (all zones)
MEDWAT_110	TV Viewing: Saturday: 10:00 am-1:00 pm (Eastern/Pacific), 10:00 am-12 noon (Central/Mountain)

<b>EASI/MRI Media Watch</b>	
MEDWAT_111	TV Viewing: Saturday: 1:00 pm-4:30 pm (Eastern/Pacific), 12 noon-3:30 pm (Central/Mountain)
MEDWAT_112	TV Viewing: Saturday: 4:30 pm-6:00 pm (Eastern/Pacific), 3:30 pm-5:00 pm (Central/Mountain)
MEDWAT_113	TV Viewing: Saturday: 6:00 pm-7:30 pm (Eastern/Pacific), 5:00 pm-6:30 pm (Central/Mountain)
MEDWAT_114	TV Viewing: Saturday: 7:30 pm-8:00 pm (Eastern/Pacific), 6:30 pm-7:00 pm (Central/Mountain)
MEDWAT_115	TV Viewing: Saturday: 8:00 pm-10:00 pm (Eastern/Pacific), 7:00 pm-9:00 pm (Central/Mountain)
MEDWAT_116	TV Viewing: Saturday: 10:00 pm-11:00 pm (Eastern/Pacific), 9:00 pm-10:00 pm (Central/Mountain)
MEDWAT_117	TV Viewing: Saturday: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm (Central/Mountain)
MEDWAT_118	TV Viewing: Saturday: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-Midnight (Central/Mountain)
MEDWAT_119	TV Viewing: Sunday: 7:00 am-10:00 am (all zones)
MEDWAT_120	TV Viewing: Sunday: 10:00 am-1:00 pm (Eastern/Pacific), 10:00 am-12 noon (Central/Mountain)
MEDWAT_121	TV Viewing: Sunday: 1:00 pm-4:30 pm (Eastern/Pacific), 12 noon-3:30 pm (Central/Mountain)
MEDWAT_122	TV Viewing: Sunday: 4:30 pm-6:00 pm (Eastern/Pacific), 3:30 pm-5:00 pm (Central/Mountain)
MEDWAT_123	TV Viewing: Sunday: 6:00 pm-7:00 pm (Eastern/Pacific), 5:00 pm-6:00 pm (Central/Mountain)
MEDWAT_124	TV Viewing: Sunday: 7:00 pm-10:00 pm (Eastern/Pacific), 6:00 pm-9:00 pm (Central/Mountain)
MEDWAT_125	TV Viewing: Sunday: 10:00 pm-11:00 pm (Eastern/Pacific), 9:00 pm-10:00 pm (Central/Mountain)
MEDWAT_126	TV Viewing: Sunday: 11:00 pm-11:30 pm (Eastern/Pacific), 10:00 pm-10:30 pm (Central/Mountain)
MEDWAT_127	TV Viewing: Sunday: 11:30 pm-1:00 am (Eastern/Pacific), 10:30 pm-Midnight (Central/Mountain)
MEDWAT_128	TV Viewing: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)
MEDWAT_129	TV Viewing: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)
MEDWAT_130	TV Viewing: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)
MEDWAT_131	TV Viewing: Weekdays 9:00 am-12 noon (all zones)
MEDWAT_132	TV Viewing: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)
MEDWAT_133	TV Viewing: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)
MEDWAT_134	TV Viewing: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)
MEDWAT_135	TV Viewing: Total Prime time Mon-Sun
MEDWAT_136	TV Viewing: Weekend children's shows: Saturday-Sunday morning
MEDWAT_137	TV Viewing: Weekend Sports: Saturday-Sunday afternoon

## EASI/MRI Media Watch

MEDWAT_138	TV Show Types: Adventure/Westerns/Sci-Fi Primetime
MEDWAT_139	TV Show Types: Auto Racing - Specials
MEDWAT_140	TV Show Types: Awards-Specials
MEDWAT_141	TV Show Types: Baseball Specials
MEDWAT_142	TV Show Types: Basketball-Weekend-College
MEDWAT_143	TV Show Types: Basketball Specials-College
MEDWAT_144	TV Show Types: Basketball Specials-Professional
MEDWAT_145	TV Show Types: Comedy/Variety
MEDWAT_146	TV Show Types: Daytime Dramas
MEDWAT_147	TV Show Types: Daytime Talk/Variety
MEDWAT_148	TV Show Types: Documentary Informational- Primetime
MEDWAT_149	TV Show Types: Early Evening Network News - Mon-Fri
MEDWAT_150	TV Show Types: Early Evening Network News - Weekend
MEDWAT_151	TV Show Types: Early Morning News
MEDWAT_152	TV Show Types: Early Morning Talk/Informational/News
MEDWAT_153	TV Show Types: Entertainment Specials
MEDWAT_154	TV Show Types: Feature Film-Primetime
MEDWAT_155	TV Show Types: Football-College Weekend
MEDWAT_156	TV Show Types: Football-Pro Weekend
MEDWAT_157	TV Show Types: Football Bowl Games-Specials
MEDWAT_158	TV Show Types: Football Specials-Professional
MEDWAT_159	TV Show Types: Game Shows-Primetime
MEDWAT_160	TV Show Types: General Drama-Primetime
MEDWAT_161	TV Show Types: Golf
MEDWAT_162	TV Show Types: Gymnastics
MEDWAT_163	TV Show Types: Horse Racing
MEDWAT_164	TV Show Types: Late Night Network News/Info - Mon-Fri
MEDWAT_165	TV Show Types: Late Night Talk/Variety
MEDWAT_166	TV Show Types: News- Specials
MEDWAT_167	TV Show Types: Pageants - Specials
MEDWAT_168	TV Show Types: Private Detective/Suspense/Mystery/Police - Primetime
MEDWAT_169	TV Show Types: Reality-based
MEDWAT_170	TV Show Types: Situation Comedies - Primetime
MEDWAT_171	TV Show Types: Skating - Specials
MEDWAT_172	TV Show Types: Soccer
MEDWAT_173	TV Show Types: Sports Anthologies - Weekend
MEDWAT_174	TV Show Types: Sunday News/Interview
MEDWAT_175	TV Show Types: Syndicated Adult General

<b>EASI/MRI Media Watch</b>	
MEDWAT_176	TV Show Types: Tennis
MEDWAT_177	TV Show Types: Track & Field Games
MEDWAT_178	Media Usage Scores: TV - Primetime: Number of half hours viewed in a week in primetime
MEDWAT_179	Media Quintile/Tercile Codes: TV (total) I (Heavy)
MEDWAT_180	Media Quintile/Tercile Codes: TV (total) II
MEDWAT_181	Media Quintile/Tercile Codes: TV (total) III
MEDWAT_182	Media Quintile/Tercile Codes: TV (total) IV
MEDWAT_183	Media Quintile/Tercile Codes: TV (total) V (Light)

## EASI/MRI Personal Care

PERSCR_001	Personal Care: All
PERSCR_002	Adhesive Bandages: Used in last 6 months: Total
PERSCR_003	Aftershave Lotion & Cologne For Men: Used in last 6 months: Total
PERSCR_004	Athlete's Foot/Foot Care Products: Used in last 6 months: Total
PERSCR_005	Bath/Shower Additives (Women): Used in last 6 months: Total
PERSCR_006	Blusher (Women): Used in last 6 months: Total
PERSCR_007	Body Powder: Used in last 6 months: Total
PERSCR_008	Body Wash/Shower Gel: Used in last 6 months: Total
PERSCR_009	Cold, Sinus And Allergy Remedies (Nonprescr.): Used in last 6 months: Total
PERSCR_010	Complexion Care Products: Used in last 6 months: Total
PERSCR_011	Contact Lens Cleaning/Wetting Solutions: Used in last 6 months: Total
PERSCR_012	Cough Syrup (Nonprescription): Used in last 6 months: Total
PERSCR_013	Cough/Sore Throat Drops (Nonprescription): Used in last 6 months: Total
PERSCR_014	Dental Floss: Used in last 6 months: Total
PERSCR_015	Dental Rinse: Used in last 6 months: Total
PERSCR_016	Denture Adhesives & Fixatives: Used in last 6 months: Total
PERSCR_017	Denture Cleaners: Used in last 6 months: Total
PERSCR_018	Deodorants And Antiperspirants: Used in last 6 months: Total
PERSCR_019	Diarrhea Remedies: Used in last 6 months: Total
PERSCR_020	Disposable Razors: Used in last 6 months: Total
PERSCR_021	Electric Shavers: Used in last 6 months: Total
PERSCR_022	Eye Liner (Women): Used in last 6 months: Total
PERSCR_023	Eye Shadow (Women): Used in last 6 months: Total
PERSCR_024	Eye Wash And Drops: Used in last 6 months: Total
PERSCR_025	Facial Moisturizers: Used in last 6 months: Total
PERSCR_026	Feminine Hygiene Deodorant/Cleansing Products: Used in last 6 months: Total
PERSCR_027	Feminine Hygiene Douches (Women): Used in last 6 months: Total
PERSCR_028	Feminine Medicated Products (Women): Used in last 6 months: Total
PERSCR_029	Foundation Make-Up (Women): Used in last 6 months: Total
PERSCR_030	Groin Irritation Remedies: Used in last 6 months: Total
PERSCR_031	Hair Coloring Products (For Use At Home): Used in last 6 months: Total
PERSCR_032	Hair Conditioners (For Use At Home): Used in last 6 months: Total
PERSCR_033	Hair Conditioning Treatment (For Use At Home): Used in last 6 months: Total

<b>EASI/MRI Personal Care</b>	
PERSCR_034	Hair Growth Products: Used in last 6 months: Total
PERSCR_035	Hair Mousse: Used in last 6 months: Total
PERSCR_036	Hair Sprays (For Use At Home): Used in last 6 months: Total
PERSCR_037	Hair Styling Gels & Lotions: Used in last 6 months: Total
PERSCR_038	Hair Tonic Or Dressing (Men): Used in last 6 months: Total
PERSCR_039	Hand & Body Cream, Lotion Or Oil: Used in last 6 months: Total
PERSCR_040	Headache Remedies And Pain Relievers (Nonprescr.): Used in last 6 months: Total
PERSCR_041	Hemorrhoid Remedies: Used in last 6 months: Total
PERSCR_042	Home Permanents And Relaxers (Women): Used in last 6 months: Total
PERSCR_043	Indigestion Aids & Upset Stomach Remedies: Used in last 6 months: Total
PERSCR_044	In-Home Pregnancy Test (Women): Used in last 12 months: Total
PERSCR_045	Laxatives: Used in last 6 months: Total
PERSCR_046	Lip Care: Used in last 6 months: Total
PERSCR_047	Lipstick & Lip Gloss (Women): Used in last 6 months: Total
PERSCR_048	Loose Face Powder (Women): Used in last 6 months: Total
PERSCR_049	Mascara (Women): Used in last 6 months: Total
PERSCR_050	Meal/Dietary Supplements: Used in last 6 months: Total
PERSCR_051	Medicated Skin Ointments: Used in last 6 months: Total
PERSCR_052	Mouthwash: Used in last 6 months: Total
PERSCR_053	Nail Care Products & Polish (Women): Used in last 6 months: Total
PERSCR_054	Nail Polish Remover (Women): Used in last 6 months: Total
PERSCR_055	Nasal Sprays: Used in last 6 months: Total
PERSCR_056	Pain Relievers & Fever Reducers For Children: Used in last 6 months: Total
PERSCR_057	Pain Relieving Rubs, Liquids & Patches (Nonprescr.): Used in last 6 months: Total
PERSCR_058	Perfume And Cologne For Women: Used in last 6 months: Total
PERSCR_059	Personal Care Soaps - Bar: Used in last 6 months: Total
PERSCR_060	Pre-Menstrual Or Period Pain Remedies (Women): Used in last 6 months: Total
PERSCR_061	Pressed Powder (Women): Used in last 6 months: Total
PERSCR_062	Sanitary Napkins (Women): Used in last 6 months: Total
PERSCR_063	Shampoo (For Use At Home): Used in last 6 months: Total
PERSCR_064	Shaving Creams Or Gels: Used in last 6 months: Total
PERSCR_065	Sleeping Tablets (Nonprescription): Used in last 6 months: Total
PERSCR_066	Stimulants (Nonprescription): Used in last 6 months: Total
PERSCR_067	Tampons (Women): Used in last 6 months: Total

EASI/MRI Personal Care	
PERSCR_068	Tooth Whiteners (Not Toothpaste): Used in last 6 months: Total
PERSCR_069	Toothache, Gum & Canker/Cold Sore Remedies: Used in last 6 months: Total
PERSCR_070	Toothbrushes: Bought in Last 6 Months: Total
PERSCR_071	Toothpaste: Used in last 6 months: Total
PERSCR_072	Vitamin And Dietary Supplements: Used in last 6 months: Total
PERSCR_073	Wart & Corn Removers: Used in last 6 months: Total
PERSCR_074	Electric Shavers: Used in last 6 months: Total
PERSCR_075	Ailments/Remedies: Asthma: Used a nonprescription remedy
PERSCR_076	Health & Beauty Aids Expenditures: Less than \$100: For Men
PERSCR_077	Health & Beauty Aids Expenditures: Less than \$100: For Women
PERSCR_078	Health & Beauty Aids Expenditures: \$100 - \$299: For Men
PERSCR_079	Health & Beauty Aids Expenditures: \$100 - \$299: For Women
PERSCR_080	Health & Beauty Aids Expenditures: \$300 - \$499: For Men
PERSCR_081	Health & Beauty Aids Expenditures: \$300 - \$499: For Women
PERSCR_082	Health & Beauty Aids Expenditures: \$500+: For Men
PERSCR_083	Health & Beauty Aids Expenditures: \$500+: For Women

EASI/MRI Pets	
PETS__001	Pets: All
PETS__002	Canned/Wet Cat Food: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__003	Packaged Dry Cat Food: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__004	Canned/Wet Dog Food: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__005	Packaged Dry Dog Food: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__006	Cat Litter: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__007	Cat Treats: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__008	Dog Biscuits Or Treats: Principal Shoppers Households: Used in last 6 months: Total Category
PETS__009	Flea & Tick Care Products For Dogs & Cats: Principal Shoppers Households: Used in last 12 Months: Total Category
PETS__010	Pet Ownership: Bought at Veterinarian: Pet Food
PETS__011	Pet Ownership: Bought at Veterinarian: Flea Control Products
PETS__012	Pet Ownership: Number In Household: Dogs - All: 9+
PETS__013	Pet Ownership: Number In Household: Dogs - All: Any
PETS__014	Pet Ownership: Number In Household: Cats - All: 9+
PETS__015	Pet Ownership: Number In Household: Cats - All: Any
PETS__016	Pet Ownership: Number In Household: Birds: 9+
PETS__017	Pet Ownership: Number In Household: Birds: Any
PETS__018	Pet Ownership: Number In Household: Any Pet: 9+
PETS__019	Pet Ownership: Number In Household: Any Pet: Any
PETS__020	Veterinarian Visits: 1
PETS__021	Veterinarian Visits: 2
PETS__022	Veterinarian Visits: 3
PETS__023	Veterinarian Visits: 4
PETS__024	Veterinarian Visits: 5-6
PETS__025	Veterinarian Visits: 7+
PETS__026	Veterinarian Visits: Mean

## EASI/MRI Purchasing

PURCHS_001	Purchasing: All
PURCHS_002	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Airline tickets
PURCHS_003	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Automotive parts and supplies
PURCHS_004	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Baby accessories
PURCHS_005	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cameras/camera equipment
PURCHS_006	Catalog, Mail, Phone, Internet Order: Items (last 12 months): China/Crystal
PURCHS_007	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Clothing/Apparel
PURCHS_008	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Coffee & Tea
PURCHS_009	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Collector's items (coins, stamps, etc.)
PURCHS_010	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Compact discs/tapes/cassettes
PURCHS_011	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computers
PURCHS_012	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computer peripherals
PURCHS_013	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Computer software
PURCHS_014	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cookware/kitchen accessories
PURCHS_015	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Cosmetics/toiletries
PURCHS_016	Catalog, Mail, Phone, Internet Order: Items (last 12 months): DVD's
PURCHS_017	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Financial/banking accounts
PURCHS_018	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Flowers
PURCHS_019	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Fruit
PURCHS_020	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Hobby or craft supplies
PURCHS_021	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Home furnishings
PURCHS_022	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Home study course
PURCHS_023	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Housewares
PURCHS_024	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Hunting, fishing, camping equipment
PURCHS_025	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Jewelry/watches
PURCHS_026	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Pet products/supplies

**Easy Analytic Software, Inc.**

101 Haag Avenue Bellmawr, NJ 08031 • phone 800 How EASI (469 3274) • fax 856 931 4115

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EASI/MRI Purchasing	
PURCHS_027	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Shoes
PURCHS_028	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Seeds/plants/garden supplies
PURCHS_029	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Small appliances
PURCHS_030	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Sports equipment
PURCHS_031	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Sports apparel/memorabilia
PURCHS_032	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Tickets (concerts, shows, sports, etc.)
PURCHS_033	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Toys
PURCHS_034	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Videos
PURCHS_035	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Vitamins
PURCHS_036	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Wines/Champagnes
PURCHS_037	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Other Health/Medical supplies
PURCHS_038	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Other
PURCHS_039	Catalog, Mail, Phone, Internet Order: Items (last 12 months): Any item
PURCHS_040	Catalog, Mail, Phone, Internet Order: Ordered From: amazon.com
PURCHS_041	Catalog, Mail, Phone, Internet Order: Ordered From: barnes&noble.com
PURCHS_042	Catalog, Mail, Phone, Internet Order: Ordered From: bestbuy.com
PURCHS_043	Catalog, Mail, Phone, Internet Order: Ordered From: buy.com
PURCHS_044	Catalog, Mail, Phone, Internet Order: Ordered From: drugstore.com
PURCHS_045	Catalog, Mail, Phone, Internet Order: Ordered From: ebay.com
PURCHS_046	Catalog, Mail, Phone, Internet Order: Ordered From: priceline.com
PURCHS_047	Catalog, Mail, Phone, Internet Order: Ordered From: toysrus.com
PURCHS_048	Catalog, Mail, Phone, Internet Order: Ordered From: walmart.com
PURCHS_049	Catalog, Mail, Phone, Internet Order: Ordered From: Avon
PURCHS_050	Catalog, Mail, Phone, Internet Order: Ordered From: BMG Music
PURCHS_051	Catalog, Mail, Phone, Internet Order: Ordered From: Book of the Month Club
PURCHS_052	Catalog, Mail, Phone, Internet Order: Ordered From: Columbia House
PURCHS_053	Catalog, Mail, Phone, Internet Order: Ordered From: Eddie Bauer

EASI/MRI Purchasing	
PURCHS_054	Catalog, Mail, Phone, Internet Order: Ordered From: Fingerhut
PURCHS_055	Catalog, Mail, Phone, Internet Order: Ordered From: Franklin Mint
PURCHS_056	Catalog, Mail, Phone, Internet Order: Ordered From: Gevalia
PURCHS_057	Catalog, Mail, Phone, Internet Order: Ordered From: Home Shopping Network
PURCHS_058	Catalog, Mail, Phone, Internet Order: Ordered From: J. Crew
PURCHS_059	Catalog, Mail, Phone, Internet Order: Ordered From: J.C. Penney
PURCHS_060	Catalog, Mail, Phone, Internet Order: Ordered From: Lands' End
PURCHS_061	Catalog, Mail, Phone, Internet Order: Ordered From: Lillian Vernon
PURCHS_062	Catalog, Mail, Phone, Internet Order: Ordered From: L.L. Bean
PURCHS_063	Catalog, Mail, Phone, Internet Order: Ordered From: Publishers Clearing House
PURCHS_064	Catalog, Mail, Phone, Internet Order: Ordered From: Reader's Digest Association
PURCHS_065	Catalog, Mail, Phone, Internet Order: Ordered From: Spiegel
PURCHS_066	Catalog, Mail, Phone, Internet Order: Ordered From: Other
PURCHS_067	Catalog, Mail, Phone, Internet Order: Ordered From: QVC
PURCHS_068	Catalog, Mail, Phone, Internet Order: Ordered From: Victoria's Secret
PURCHS_069	Catalog, Mail, Phone, Internet Order: Ordered From: Other internet site
PURCHS_070	Catalog, Mail, Phone, Internet Order: Ordered From: Other catalog or mail order service
PURCHS_071	Catalog, Mail, Phone, Internet Order: Ordered From: Other department/specialty store
PURCHS_072	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): Less than \$50
PURCHS_073	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$50 -\$99
PURCHS_074	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$100-\$199
PURCHS_075	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$200-\$499
PURCHS_076	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$500-\$799
PURCHS_077	Catalog or Mail or Phone or Internet Order: Amount spent (in last 12 months): \$800+
PURCHS_078	In Home Shopping: Companies: Avon
PURCHS_079	In Home Shopping: Companies: Mary Kay Cosmetics
PURCHS_080	In Home Shopping: Companies: Tupperware
PURCHS_081	In Home Shopping: Companies: Other
PURCHS_082	In Home Shopping: Items Bought: Cosmetics
PURCHS_083	In Home Shopping: Items Bought: Housewares

EASI/MRI Purchasing	
PURCHS_084	In Home Shopping: Items Bought: Clothing
PURCHS_085	In Home Shopping: Items Bought: Jewelry
PURCHS_086	In Home Shopping: Items Bought: Vitamins
PURCHS_087	In Home Shopping: Items Bought: Other
PURCHS_088	Expenditures: Amount Spent In Total: Barber Shop
PURCHS_089	Expenditures: Amount Spent In Total: Beauty Parlor
PURCHS_090	Expenditures: Amount Spent In Total: Dry Cleaning
PURCHS_091	Expenditures: Amount Spent In Total: Flowers by Phone/Wire
PURCHS_092	Expenditures: Amount Spent In Total: Flower Shop
PURCHS_093	Expenditures: Amount Spent In Total: Laundries/Laundromats
PURCHS_094	Expenditures: Amount Spent In Total: Quick Service Copy/Printing
PURCHS_095	Expenditures: Amount Spent In Total: Total
PURCHS_096	Expenditures: Money Orders/Money By Wire: Money Orders
PURCHS_097	Expenditures: Money Orders/Money By Wire: Money by Wire
PURCHS_098	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: A & P: In last 6 months
PURCHS_099	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Acme: In last 6 months
PURCHS_100	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Albertson's: In last 6 months
PURCHS_101	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Aldi: In last 6 months
PURCHS_102	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Cub Foods: In last 6 months
PURCHS_103	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Eagle: In last 6 months
PURCHS_104	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Food Lion: In last 6 months
PURCHS_105	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Foodtown: In last 6 months
PURCHS_106	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Fred Meyer: In last 6 months
PURCHS_107	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: GNC: In last 6 months
PURCHS_108	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Giant: In last 6 months
PURCHS_109	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Giant Eagle: In last 6 months
PURCHS_110	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Harris Teeter: In last 6 months
PURCHS_111	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: H.E. Butt/HEB: In last 6 months
PURCHS_112	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: IGA: In last 6 months
PURCHS_113	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: King Soopers: In last 6 months

<b>EASI/MRI Purchasing</b>	
PURCHS_114	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Kroger: In last 6 months
PURCHS_115	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Military Commissary: In last 6 months
PURCHS_116	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Pathmark: In last 6 months
PURCHS_117	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Piggly Wiggly: In last 6 months
PURCHS_118	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Price Chopper: In last 6 months
PURCHS_119	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Publix: In last 6 months
PURCHS_120	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Ralphs: In last 6 months
PURCHS_121	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Safeway: In last 6 months
PURCHS_122	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Schnuck: In last 6 months
PURCHS_123	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: 7-Eleven: In last 6 months
PURCHS_124	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Shop 'N Save: In last 6 months
PURCHS_125	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Smith's: In last 6 months
PURCHS_126	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Stop 'N Shop: In last 6 months
PURCHS_127	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Super Valu: In last 6 months
PURCHS_128	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Vons: In last 6 months
PURCHS_129	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Walmart Supercenter: In last 6 months
PURCHS_130	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Wegmans: In last 6 months
PURCHS_131	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Whole Foods Market: In last 6 months
PURCHS_132	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Winn Dixie: In last 6 months
PURCHS_133	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: BJ's Wholesale Club: In last 6 months
PURCHS_134	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Price Costco: In last 6 months
PURCHS_135	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Sam's Club: In last 6 months
PURCHS_136	Food Stores, Grocery & Warehouse/Club Stores: Times Shopped: Shopper's Food Warehouse: In last 6 months
PURCHS_137	Convenience Stores: Amount Spent In Total: Mean Value
PURCHS_138	Home Remodeling: Amount spent in total: Mean Value
PURCHS_139	Household Furnishings: Big Ticket Items: Amount spent in total: Mean Value

EASI/MRI Purchasing	
PURCHS_140	Household Furnishings: Low Ticket Items: Amount spent in total: Mean Value
PURCHS_141	Home Improvements: Amount spent in total: Mean Value
PURCHS_142	Bedding And Bath Goods: Amount Spent In Total: Mean Value
PURCHS_143	Mean Amount Spent: Sport/Recreation Equipment - High Ticket Items
PURCHS_144	Mean Amount Spent: Sport/Recreation Equipment - Low Ticket Items: Any low ticket
PURCHS_145	Food Stores: Amount Spent By Household In Average Week: Mean Value
PURCHS_146	Compact Disc Players - Amount Spent In Total: Mean Value
PURCHS_147	Cameras - Amount Spent Summary: Mean Value
PURCHS_148	Children's Toys & Games - Amount Spent In Total: Mean Value
PURCHS_149	Table Settings - Amount Spent In Total: Mean Value

## EASI/MRI Sports

SPORTS_001	Sports: All
SPORTS_002	Sports: How Often Engaged In (last 12 months): Aerobics
SPORTS_003	Sports: How Often Engaged In (last 12 months): Archery
SPORTS_004	Sports: How Often Engaged In (last 12 months): Auto racing
SPORTS_005	Sports: How Often Engaged In (last 12 months): Backpacking/hiking
SPORTS_006	Sports: How Often Engaged In (last 12 months): Baseball
SPORTS_007	Sports: How Often Engaged In (last 12 months): Basketball
SPORTS_008	Sports: How Often Engaged In (last 12 months): Bicycling - Mountain
SPORTS_009	Sports: How Often Engaged In (last 12 months): Bicycling - Road
SPORTS_010	Sports: How Often Engaged In (last 12 months): Boating (power)
SPORTS_011	Sports: How Often Engaged In (last 12 months): Bowling
SPORTS_012	Sports: How Often Engaged In (last 12 months): Canoeing/kayaking
SPORTS_013	Sports: How Often Engaged In (last 12 months): Fishing - fresh water
SPORTS_014	Sports: How Often Engaged In (last 12 months): Fishing - salt water
SPORTS_015	Sports: How Often Engaged In (last 12 months): Football
SPORTS_016	Sports: How Often Engaged In (last 12 months): Frisbee
SPORTS_017	Sports: How Often Engaged In (last 12 months): Golf
SPORTS_018	Sports: How Often Engaged In (last 12 months): Hockey
SPORTS_019	Sports: How Often Engaged In (last 12 months): Horseback riding
SPORTS_020	Sports: How Often Engaged In (last 12 months): Hunting with bow & arrow
SPORTS_021	Sports: How Often Engaged In (last 12 months): Hunting with handgun
SPORTS_022	Sports: How Often Engaged In (last 12 months): Hunting with rifle
SPORTS_023	Sports: How Often Engaged In (last 12 months): Hunting with shotgun
SPORTS_024	Sports: How Often Engaged In (last 12 months): Ice skating
SPORTS_025	Sports: How Often Engaged In (last 12 months): Jet skiing
SPORTS_026	Sports: How Often Engaged In (last 12 months): Jogging/running
SPORTS_027	Sports: How Often Engaged In (last 12 months): Karate
SPORTS_028	Sports: How Often Engaged In (last 12 months): Kick boxing
SPORTS_029	Sports: How Often Engaged In (last 12 months): Other
SPORTS_030	Sports: How Often Engaged In (last 12 months): Martial Arts
SPORTS_031	Sports: How Often Engaged In (last 12 months): Motocross
SPORTS_032	Sports: How Often Engaged In (last 12 months): Motorcycling

<b>EASI/MRI Sports</b>	
SPORTS_033	Sports: How Often Engaged In (last 12 months): Paddletennis
SPORTS_034	Sports: How Often Engaged In (last 12 months): Other
SPORTS_035	Sports: How Often Engaged In (last 12 months): Racquetball
SPORTS_036	Sports: How Often Engaged In (last 12 months): Rock climbing
SPORTS_037	Sports: How Often Engaged In (last 12 months): Roller blading/in-line skating
SPORTS_038	Sports: How Often Engaged In (last 12 months): Roller skating
SPORTS_039	Sports: How Often Engaged In (last 12 months): Rowing: stationary/outdoor
SPORTS_040	Sports: How Often Engaged In (last 12 months): Sailing
SPORTS_041	Sports: How Often Engaged In (last 12 months): Scuba diving
SPORTS_042	Sports: How Often Engaged In (last 12 months): Skateboarding
SPORTS_043	Sports: How Often Engaged In (last 12 months): Skiing - Cross country
SPORTS_044	Sports: How Often Engaged In (last 12 months): Skiing - Downhill
SPORTS_045	Sports: How Often Engaged In (last 12 months): Snorkeling/skin diving
SPORTS_046	Sports: How Often Engaged In (last 12 months): Snowboarding
SPORTS_047	Sports: How Often Engaged In (last 12 months): Snowmobiling
SPORTS_048	Sports: How Often Engaged In (last 12 months): Soccer
SPORTS_049	Sports: How Often Engaged In (last 12 months): Softball
SPORTS_050	Sports: How Often Engaged In (last 12 months): Surfing/windsurfing
SPORTS_051	Sports: How Often Engaged In (last 12 months): Swimming
SPORTS_052	Sports: How Often Engaged In (last 12 months): Target shooting
SPORTS_053	Sports: How Often Engaged In (last 12 months): Tennis
SPORTS_054	Sports: How Often Engaged In (last 12 months): Volleyball
SPORTS_055	Sports: How Often Engaged In (last 12 months): Walking for exercise
SPORTS_056	Sports: How Often Engaged In (last 12 months): Water skiing
SPORTS_057	Sports: How Often Engaged In (last 12 months): Weight lifting
SPORTS_058	Sports: How Often Engaged In (last 12 months): Whitewater rafting
SPORTS_059	Sports: How Often Engaged In (last 12 months): Yoga
SPORTS_060	Sports: How Often Engaged In (last 12 months): Other
SPORTS_061	Sports Events: Attend: Auto racing - NASCAR
SPORTS_062	Sports Events: Attend: Auto racing - Other
SPORTS_063	Sports Events: Attend: Baseball
SPORTS_064	Sports Events: Attend: Basketball - College games
SPORTS_065	Sports Events: Attend: Basketball - Professional games
SPORTS_066	Sports Events: Attend: Bowling

EASI/MRI Sports	
SPORTS_067	Sports Events: Attend: Boxing
SPORTS_068	Sports Events: Attend: Equestrian events
SPORTS_069	Sports Events: Attend: Figure Skating
SPORTS_070	Sports Events: Attend: Fishing Tournaments
SPORTS_071	Sports Events: Attend: Football - College games
SPORTS_072	Sports Events: Attend: Football - Monday Night Professional Games
SPORTS_073	Sports Events: Attend: Football - Weekend Professional Games
SPORTS_074	Sports Events: Attend: Golf
SPORTS_075	Sports Events: Attend: High School Sports
SPORTS_076	Sports Events: Attend: Horse Racing (flats, runners)
SPORTS_077	Sports Events: Attend: Horse Racing (trotters/harness)
SPORTS_078	Sports Events: Attend: Ice Hockey
SPORTS_079	Sports Events: Attend: Motorcycle Racing
SPORTS_080	Sports Events: Attend: Pro beach Volleyball
SPORTS_081	Sports Events: Attend: Rodeo/Bull Riding
SPORTS_082	Sports Events: Attend: Soccer
SPORTS_083	Sports Events: Attend: Tennis
SPORTS_084	Sports Events: Attend: Truck and tractor pull/mud racing
SPORTS_085	Sports Events: Attend: Wrestling - Professional
SPORTS_086	Sports Events/Traffic: Listen On Radio: Auto racing
SPORTS_087	Sports Events/Traffic: Listen On Radio: Baseball Playoffs and World Series
SPORTS_088	Sports Events/Traffic: Listen On Radio: Baseball - Regular Season
SPORTS_089	Sports Events/Traffic: Listen On Radio: Basketball - College games
SPORTS_090	Sports Events/Traffic: Listen On Radio: Basketball - Professional games
SPORTS_091	Sports Events/Traffic: Listen On Radio: Football - College games
SPORTS_092	Sports Events/Traffic: Listen On Radio: Football - Monday night professional games
SPORTS_093	Sports Events/Traffic: Listen On Radio: Football - Weekend professional games
SPORTS_094	Sports Events/Traffic: Listen On Radio: Golf
SPORTS_095	Sports Events/Traffic: Listen On Radio: Ice Hockey
SPORTS_096	Sports Events/Traffic: Listen On Radio: NCAA Basketball Tournament
SPORTS_097	Sports Events/Traffic: Listen On Radio: NFL Playoffs & Superbowl
SPORTS_098	Sports Events/Traffic: Listen On Radio: Notre Dame Football
SPORTS_099	Sports Events/Traffic: Listen On Radio: Olympics
SPORTS_100	Sports Events/Traffic: Listen On Radio: Traffic Reports

EASI/MRI Sports	
SPORTS_101	Sports Events: Watch On TV: Alpine skiing & ski jumping
SPORTS_102	Sports Events: Watch On TV: Auto racing - NASCAR
SPORTS_103	Sports Events: Watch On TV: Auto racing - Other
SPORTS_104	Sports Events: Watch On TV: Baseball
SPORTS_105	Sports Events: Watch On TV: Basketball - college games
SPORTS_106	Sports Events: Watch On TV: Basketball - professional games
SPORTS_107	Sports Events: Watch On TV: Bicycle racing
SPORTS_108	Sports Events: Watch On TV: Bowling
SPORTS_109	Sports Events: Watch On TV: Boxing
SPORTS_110	Sports Events: Watch On TV: Equestrian events
SPORTS_111	Sports Events: Watch On TV: Figure skating
SPORTS_112	Sports Events: Watch On TV: Fishing
SPORTS_113	Sports Events: Watch On TV: Football - College games
SPORTS_114	Sports Events: Watch On TV: Football - Monday night professional games
SPORTS_115	Sports Events: Watch On TV: Football - Weekend professional games
SPORTS_116	Sports Events: Watch On TV: Golf
SPORTS_117	Sports Events: Watch On TV: Gymnastics
SPORTS_118	Sports Events: Watch On TV: Horse racing (Flats, Runners)
SPORTS_119	Sports Events: Watch On TV: Horse racing (Trotters/Harness)
SPORTS_120	Sports Events: Watch On TV: Ice hockey
SPORTS_121	Sports Events: Watch On TV: Marathon/road running/triathlon
SPORTS_122	Sports Events: Watch On TV: Motorcycle racing
SPORTS_123	Sports Events: Watch On TV: Pro beach volleyball
SPORTS_124	Sports Events: Watch On TV: Rodeo/Bull Riding
SPORTS_125	Sports Events: Watch On TV: Soccer
SPORTS_126	Sports Events: Watch On TV: Tennis
SPORTS_127	Sports Events: Watch On TV: Track & field
SPORTS_128	Sports Events: Watch On TV: Truck and tractor pull/Mud racing
SPORTS_129	Sports Events: Watch On TV: Weight lifting
SPORTS_130	Sports Events: Watch On TV: Wrestling - Professional
SPORTS_131	Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At home
SPORTS_132	Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At club
SPORTS_133	Physical Fitness: Regular Exercise Pgm. (2+ Times/Wk.): At other facility

EASI/MRI Telephony	
TELEPH_001	Telephony: All
TELEPH_002	Telephone: Have a landline telephone
TELEPH_003	800/888 Telephone Calls: Personally called 800/888 number
TELEPH_004	900 Telephone Calls: Personally called 900 number
TELEPH_005	Cellular Telephones: Number in household: 1
TELEPH_006	Cellular Telephones: Number in household: 2
TELEPH_007	Cellular Telephones: Number in household: 3+
TELEPH_008	Long Distance Telephone Calls: Average monthly bill: \$15 or Less
TELEPH_009	Long Distance Telephone Calls: Average monthly bill: \$16: \$25
TELEPH_010	Long Distance Telephone Calls: Average monthly bill: \$26: \$59
TELEPH_011	Long Distance Telephone Calls: Average monthly bill: \$60: \$99
TELEPH_012	Long Distance Telephone Calls: Average monthly bill: \$100+
TELEPH_013	Long Distance Telephone Calls: Services Used: 10-10-220
TELEPH_014	Long Distance Telephone Calls: Services Used: Alltel
TELEPH_015	Long Distance Telephone Calls: Services Used: AT&T
TELEPH_016	Long Distance Telephone Calls: Services Used: Cingular
TELEPH_017	Long Distance Telephone Calls: Services Used: IDT Long Distance
TELEPH_018	Long Distance Telephone Calls: Services Used: MCI/WorldCom
TELEPH_019	Long Distance Telephone Calls: Services Used: Qwest
TELEPH_020	Long Distance Telephone Calls: Services Used: Sprint
TELEPH_021	Long Distance Telephone Calls: Services Used: Verizon
TELEPH_022	Long Distance Telephone Calls: Services Used: Other
TELEPH_023	Long Distance Telephone Calls: Services Used: Other
TELEPH_024	Telephones And Accessories (Owned Not Leased): Telephone, Pagers, Beepers
TELEPH_025	Telephone Calling Cards: AT&T: Personally have
TELEPH_026	Telephone Calling Cards: AT&T: Acquired in last 12 Months
TELEPH_027	Telephone Calling Cards: MCI/Worldcom: Personally have
TELEPH_028	Telephone Calling Cards: MCI/Worldcom: Acquired in last 12 Months
TELEPH_029	Telephone Calling Cards: Sprint: Personally have
TELEPH_030	Telephone Calling Cards: Sprint: Acquired in last 12 Months
TELEPH_031	Telephone Calling Cards: Local Phone Company: Personally have
TELEPH_032	Telephone Calling Cards: Local Phone Company: Acquired in last 12 Months
TELEPH_033	Telephone Calling Cards: Other: Personally have
TELEPH_034	Telephone Calling Cards: Other: Acquired in last 12 Months
TELEPH_035	Telephone Calling Cards: Any: Personally have

## EASI/MRI Telephony

TELEPH_036	Telephone Calling Cards: Any: Acquired in last 12 Months
TELEPH_037	Long Distance Telephone Calls: Average monthly bill

EASI/MRI Travel	
TRAVEL_001	Travel: All
TRAVEL_002	Domestic Travel: Any trip within the continental US
TRAVEL_003	Domestic Travel: Reason for trip: Business (paid for by company)
TRAVEL_004	Domestic Travel: Reason for trip: Business (paid for by self)
TRAVEL_005	Domestic Travel: Reason for trip: Honeymoon
TRAVEL_006	Domestic Travel: Reason for trip: Vacation
TRAVEL_007	Domestic Travel: Reason for trip: Personal (not vacation)
TRAVEL_008	Domestic Travel: Reason for trip: Part business/Part vacation
TRAVEL_009	Domestic Travel: Means of Travel: Plane (charter)
TRAVEL_010	Domestic Travel: Means of Travel: Plane (scheduled)
TRAVEL_011	Domestic Travel: Means of Travel: Rental Vehicle
TRAVEL_012	Domestic Travel: Means of Travel: Personal Vehicle
TRAVEL_013	Domestic Travel: Means of Travel: Bus (charter or tour)
TRAVEL_014	Domestic Travel: Means of Travel: Bus (scheduled)
TRAVEL_015	Domestic Travel: Means of Travel: Railroad/Train
TRAVEL_016	Domestic Travel: Means of Travel: Motor Home/RV
TRAVEL_017	Domestic Travel: Number Of Trips By Type: Business only: 3+
TRAVEL_018	Domestic Travel: Number Of Trips By Type: Vacation only: 3+
TRAVEL_019	Domestic Travel: Number Of Trips By Type: Personal only: 3+
TRAVEL_020	Domestic Travel: Number Of Trips By Type: Any vacation (including personal/honeymoon): 3+
TRAVEL_021	Domestic Travel: Number Of Trips By Type: Any business: 3+
TRAVEL_022	Domestic Travel: States visited by region: North East
TRAVEL_023	Domestic Travel: States visited by region: South
TRAVEL_024	Domestic Travel: States visited by region: North Central
TRAVEL_025	Domestic Travel: States visited by region: West
TRAVEL_026	Domestic Travel: Airline(s) used: AirTran Airways
TRAVEL_027	Domestic Travel: Airline(s) used: Alaska Airlines
TRAVEL_028	Domestic Travel: Airline(s) used: America West
TRAVEL_029	Domestic Travel: Airline(s) used: American
TRAVEL_030	Domestic Travel: Airline(s) used: ATA
TRAVEL_031	Domestic Travel: Airline(s) used: Continental
TRAVEL_032	Domestic Travel: Airline(s) used: Delta
TRAVEL_033	Domestic Travel: Airline(s) used: Other
TRAVEL_034	Domestic Travel: Airline(s) used: Jet Blue
TRAVEL_035	Domestic Travel: Airline(s) used: Northwest
TRAVEL_036	Domestic Travel: Airline(s) used: Southwest
TRAVEL_037	Domestic Travel: Airline(s) used: United

EASI/MRI Travel	
TRAVEL_038	Domestic Travel: Airline(s) used: USAirways
TRAVEL_039	Domestic Travel: Airline(s) used: Other
TRAVEL_040	Frequent Flyer: Member Of: Yes, I belong to the Frequent flyer club
TRAVEL_041	Domestic Vacations: Amount Spent In Total: Less than \$1,000
TRAVEL_042	Domestic Vacations: Amount Spent In Total: \$1,000 - \$1,499
TRAVEL_043	Domestic Vacations: Amount Spent In Total: \$1,500 - \$1,999
TRAVEL_044	Domestic Vacations: Amount Spent In Total: \$2,000 - \$2,999
TRAVEL_045	Domestic Vacations: Amount Spent In Total: \$3,000 - \$4,999
TRAVEL_046	Domestic Vacations: Amount Spent In Total: \$5,000+
TRAVEL_047	Domestic Travel: Activities on vacation/honeymoon trips: Go to beach
TRAVEL_048	Domestic Travel: Activities on vacation/honeymoon trips: General sightseeing
TRAVEL_049	Domestic Travel: Activities on vacation/honeymoon trips: Attend a specific event
TRAVEL_050	Domestic Travel: Activities on vacation/honeymoon trips: Shopping
TRAVEL_051	Domestic Travel: Activities on vacation/honeymoon trips: Play tennis
TRAVEL_052	Domestic Travel: Activities on vacation/honeymoon trips: Visit National Park
TRAVEL_053	Domestic Travel: Activities on vacation/honeymoon trips: Play golf
TRAVEL_054	Domestic Travel: Activities on vacation/honeymoon trips: Backpacking/Hiking
TRAVEL_055	Domestic Travel: Activities on vacation/honeymoon trips: Bicycle riding
TRAVEL_056	Domestic Travel: Activities on vacation/honeymoon trips: Fishing
TRAVEL_057	Domestic Travel: Activities on vacation/honeymoon trips: Hunting
TRAVEL_058	Domestic Travel: Activities on vacation/honeymoon trips: Running/Jogging
TRAVEL_059	Domestic Travel: Activities on vacation/honeymoon trips: Skiing (cross country/downhill)
TRAVEL_060	Domestic Travel: Activities on vacation/honeymoon trips: Other outdoor sports or recreation
TRAVEL_061	Domestic Travel: Activities on vacation/honeymoon trips: Visit relatives or friends
TRAVEL_062	Domestic Travel: Activities on vacation/honeymoon trips: Visit a health spa/retreat
TRAVEL_063	Foreign Vacations: Amount Spent In Total: Less than \$1,000
TRAVEL_064	Foreign Vacations: Amount Spent In Total: \$1,000 - \$2,999
TRAVEL_065	Foreign Vacations: Amount Spent In Total: \$3,000 - \$5,999
TRAVEL_066	Foreign Vacations: Amount Spent In Total: \$6,000+
TRAVEL_067	Foreign Travel: Any trip

EASI/MRI Travel	
TRAVEL_068	Foreign Travel: Reason for trip: Business (paid by firm)
TRAVEL_069	Foreign Travel: Reason for trip: Honeymoon
TRAVEL_070	Foreign Travel: Reason for trip: Vacation
TRAVEL_071	Foreign Travel: Reason for trip: Personal (not vacation)
TRAVEL_072	Foreign Travel: Reason for trip: Business/Vacation combined
TRAVEL_073	Foreign Travel: Means of travel: Bus
TRAVEL_074	Foreign Travel: Means of travel: Personal Vehicle
TRAVEL_075	Foreign Travel: Means of travel: Cruise Ship
TRAVEL_076	Foreign Travel: Means of travel: Plane (charter)
TRAVEL_077	Foreign Travel: Means of travel: Plane (scheduled flight)
TRAVEL_078	Foreign Travel: Means of travel: Railroad/Train
TRAVEL_079	Foreign Travel: Means of travel: Rental Vehicle
TRAVEL_080	Foreign Travel: Number Of Trips By Type: Business Only: 3+
TRAVEL_081	Foreign Travel: Number Of Trips By Type: Vacation Only: 3+
TRAVEL_082	Foreign Travel: Number Of Trips By Type: Personal (Excluding Vacation/Honeymoon): 3+
TRAVEL_083	Foreign Travel: Number Of Trips By Type: Any Vacation (Including Personal & Honeymoon): 3+
TRAVEL_084	Foreign Travel: Number Of Trips By Type: Business By Plane: 3+
TRAVEL_085	Foreign Travel: Number Of Trips By Type: Vacation By Plane (Including Personal/Honeymoon): 3+
TRAVEL_086	Foreign Travel: Number Of Trips By Type: European (Western) Trips By Plane: 3+
TRAVEL_087	Foreign Travel: Number Of Trips By Type: European (Western) Business Trips By Plane: 3+
TRAVEL_088	Foreign Travel: Number Of Trips By Type: European (Western) Vacation Trips By Plane: 3+
TRAVEL_089	Foreign Travel: Number Of Trips By Type: Any Business Trip: 3+
TRAVEL_090	Foreign Travel: Number Of Trips By Type: Any Plane Trip: 3+
TRAVEL_091	Foreign Travel: Countries or destinations visited: Barbados
TRAVEL_092	Foreign Travel: Countries or destinations visited: Bermuda
TRAVEL_093	Foreign Travel: Countries or destinations visited: Bahamas
TRAVEL_094	Foreign Travel: Countries or destinations visited: Other
TRAVEL_095	Foreign Travel: Countries or destinations visited: Jamaica
TRAVEL_096	Foreign Travel: Countries or destinations visited: Puerto Rico
TRAVEL_097	Foreign Travel: Countries or destinations visited: Virgin Islands
TRAVEL_098	Foreign Travel: Countries or destinations visited: Other Caribbean Islands
TRAVEL_099	Foreign Travel: Countries or destinations visited: Alaska
TRAVEL_100	Foreign Travel: Countries or destinations visited: Canada
TRAVEL_101	Foreign Travel: Countries or destinations visited: Mexico
TRAVEL_102	Foreign Travel: Countries or destinations visited: Hawaii

EASI/MRI Travel	
TRAVEL_103	Foreign Travel: Countries or destinations visited: Central America
TRAVEL_104	Foreign Travel: Countries or destinations visited: South America
TRAVEL_105	Foreign Travel: Countries or destinations visited: England
TRAVEL_106	Foreign Travel: Countries or destinations visited: Ireland
TRAVEL_107	Foreign Travel: Countries or destinations visited: Scotland
TRAVEL_108	Foreign Travel: Countries or destinations visited: France
TRAVEL_109	Foreign Travel: Countries or destinations visited: Belgium
TRAVEL_110	Foreign Travel: Countries or destinations visited: Germany
TRAVEL_111	Foreign Travel: Countries or destinations visited: Austria
TRAVEL_112	Foreign Travel: Countries or destinations visited: Switzerland
TRAVEL_113	Foreign Travel: Countries or destinations visited: Holland (Netherlands)
TRAVEL_114	Foreign Travel: Countries or destinations visited: Scandinavia
TRAVEL_115	Foreign Travel: Countries or destinations visited: Italy
TRAVEL_116	Foreign Travel: Countries or destinations visited: Spain/Portugal
TRAVEL_117	Foreign Travel: Countries or destinations visited: Greece
TRAVEL_118	Foreign Travel: Countries or destinations visited: Other Western European countries
TRAVEL_119	Foreign Travel: Countries or destinations visited: Russia
TRAVEL_120	Foreign Travel: Countries or destinations visited: Eastern Europe
TRAVEL_121	Foreign Travel: Countries or destinations visited: Turkey
TRAVEL_122	Foreign Travel: Countries or destinations visited: Israel
TRAVEL_123	Foreign Travel: Countries or destinations visited: Middle East
TRAVEL_124	Foreign Travel: Countries or destinations visited: Japan
TRAVEL_125	Foreign Travel: Countries or destinations visited: Hong Kong
TRAVEL_126	Foreign Travel: Countries or destinations visited: South-East Asia
TRAVEL_127	Foreign Travel: Countries or destinations visited: Other Asian countries
TRAVEL_128	Foreign Travel: Countries or destinations visited: Australia/New Zealand/South Pacific
TRAVEL_129	Foreign Travel: Countries or destinations visited: Africa
TRAVEL_130	Travelers Checks: Companies: American Express: Regular Checks
TRAVEL_131	Travelers Checks: Companies: American Express: Checks For Two
TRAVEL_132	Travelers Checks: Companies: American Express: Foreign Currency
TRAVEL_133	Travelers Checks: Companies: MasterCard
TRAVEL_134	Travelers Checks: Companies: Visa
TRAVEL_135	Travelers Checks: Companies: Other
TRAVEL_136	Foreign Travel: Airline(s) used: Aer Lingus

EASI/MRI Travel	
TRAVEL_137	Foreign Travel: Airline(s) used: Aero Mexico
TRAVEL_138	Foreign Travel: Airline(s) used: Air Canada
TRAVEL_139	Foreign Travel: Airline(s) used: Air France
TRAVEL_140	Foreign Travel: Airline(s) used: Alaska Airlines
TRAVEL_141	Foreign Travel: Airline(s) used: Alitalia
TRAVEL_142	Foreign Travel: Airline(s) used: American
TRAVEL_143	Foreign Travel: Airline(s) used: British Airways
TRAVEL_144	Foreign Travel: Airline(s) used: Continental
TRAVEL_145	Foreign Travel: Airline(s) used: Delta
TRAVEL_146	Foreign Travel: Airline(s) used: JAL
TRAVEL_147	Foreign Travel: Airline(s) used: KLM
TRAVEL_148	Foreign Travel: Airline(s) used: Lufthansa
TRAVEL_149	Foreign Travel: Airline(s) used: Mexicana
TRAVEL_150	Foreign Travel: Airline(s) used: Northwest
TRAVEL_151	Foreign Travel: Airline(s) used: Qantas
TRAVEL_152	Foreign Travel: Airline(s) used: United
TRAVEL_153	Foreign Travel: Airline(s) used: Virgin Atlantic
TRAVEL_154	Foreign Travel: Airline(s) used: Other Asia/Pacific based airline
TRAVEL_155	Foreign Travel: Airline(s) used: Other European based airline
TRAVEL_156	Foreign Travel: Airline(s) used: Other Latin America based airline
TRAVEL_157	Foreign Travel: Airline(s) used: Other
TRAVEL_158	Travelers Checks: Amount Spent In Total: Less than \$250
TRAVEL_159	Travelers Checks: Amount Spent In Total: \$250 - \$499
TRAVEL_160	Travelers Checks: Amount Spent In Total: \$500 - \$999
TRAVEL_161	Travelers Checks: Amount Spent In Total: \$1000 - \$2499
TRAVEL_162	Travelers Checks: Amount Spent In Total: \$2500+
TRAVEL_163	Foreign Travel: Travel package/Club Med village: Trip taken on an all inclusive travel package
TRAVEL_164	Passport: Own a valid passport
TRAVEL_165	Domestic Vacations: Amount Spent In Total: Mean Value
TRAVEL_166	Foreign Vacations: Amount Spent In Total: Mean Value

EASI/MRI Video	
VIDEO__001	Video: All
VIDEO__002	Blank Video Tapes: Total Users: Number Bought Last 6 Months
VIDEO__003	Blank Video Tapes: Total Users Total: 7+ Number Bought Last 6 Months
VIDEO__004	Blank Video Tapes: Medium Users: 3-6 Number Bought Last 6 Months
VIDEO__005	Blank Video Tapes: Light Users: 1-2 Number Bought Last 6 Months
VIDEO__006	Pre-Recorded Video Tapes: Number Bought: 1
VIDEO__007	Pre-Recorded Video Tapes: Number Bought: 2
VIDEO__008	Pre-Recorded Video Tapes: Number Bought: 3-4
VIDEO__009	Pre-Recorded Video Tapes: Number Bought: 5-7
VIDEO__010	Pre-Recorded Video Tapes: Number Bought: 8+
VIDEO__011	Pre-Recorded Video Tapes: Number Rented: 1
VIDEO__012	Pre-Recorded Video Tapes: Number Rented: 2
VIDEO__013	Pre-Recorded Video Tapes: Number Rented: 3
VIDEO__014	Pre-Recorded Video Tapes: Number Rented: 4
VIDEO__015	Pre-Recorded Video Tapes: Number Rented: 5
VIDEO__016	Pre-Recorded Video Tapes: Number Rented: 6
VIDEO__017	Pre-Recorded Video Tapes: Number Rented: 7-9
VIDEO__018	Pre-Recorded Video Tapes: Number Rented: 10-14
VIDEO__019	Pre-Recorded Video Tapes: Number Rented: 15-19
VIDEO__020	Pre-Recorded Video Tapes: Number Rented: 20+
VIDEO__021	Video Cassette Recorder: Household owns
VIDEO__022	Video Game Systems: Game Boy: Household owns
VIDEO__023	Video Game Systems: Game Boy Advance: Household owns
VIDEO__024	Video Game Systems: Other: Household owns
VIDEO__025	Video Game Systems: Nintendo Game Cube: Household owns
VIDEO__026	Video Game Systems: Sony PlayStation/PS One: Household owns
VIDEO__027	Video Game Systems: PlayStation 2 (PS 2): Household owns
VIDEO__028	Video Game Systems: Other: Household owns
VIDEO__029	Video Game Systems: Xbox: Household owns
VIDEO__030	Video Game Systems: Other brands: Household owns
VIDEO__031	Video Game Systems: Any video game systems: Household owns
VIDEO__032	Video Game Systems: Video Games Bought: 1
VIDEO__033	Video Game Systems: Video Games Bought: 2
VIDEO__034	Video Game Systems: Video Games Bought: 3
VIDEO__035	Video Game Systems: Video Games Bought: 4
VIDEO__036	Video Game Systems: Video Games Bought: 5

EASI/MRI Video	
VIDEO__037	Video Game Systems: Video Games Bought: 6-9
VIDEO__038	Video Game Systems: Video Games Bought: 10
VIDEO__039	Video Game Systems: Video Games Bought: 11+
VIDEO__040	Video Tape Or DVD Rental/Purchase: Action/Adventure: Rented or Bought
VIDEO__041	Video Tape Or DVD Rental/Purchase: Classics: Rented or Bought
VIDEO__042	Video Tape Or DVD Rental/Purchase: Comedy: Rented or Bought
VIDEO__043	Video Tape Or DVD Rental/Purchase: Drama: Rented or Bought
VIDEO__044	Video Tape Or DVD Rental/Purchase: Exercise/Fitness: Rented or Bought
VIDEO__045	Video Tape Or DVD Rental/Purchase: Family/Children Oriented: Rented or Bought
VIDEO__046	Video Tape Or DVD Rental/Purchase: Foreign: Rented or Bought
VIDEO__047	Video Tape Or DVD Rental/Purchase: Horror: Rented or Bought
VIDEO__048	Video Tape Or DVD Rental/Purchase: Musical: Rented or Bought
VIDEO__049	Video Tape Or DVD Rental/Purchase: News/Information/Documentary: Rented or Bought
VIDEO__050	Video Tape Or DVD Rental/Purchase: Science Fiction: Rented or Bought
VIDEO__051	Video Tape Or DVD Rental/Purchase: Other: Rented or Bought
VIDEO__052	Video Tape Or DVD Rental/Purchase: Where rented/bought: Mail order: Rented
VIDEO__053	Video Tape Or DVD Rental/Purchase: Where rented/bought: Mail order: Bought



## Yes, I'd like to order the Life Stage Propensity Reports!

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

**Internal Corporate Use (NON- MRI clients)** - EASI will bill all non-MRI clients prior to shipping of these data.

**Internal Corporate Use (MRI clients)** - MRI clients need to contact their MRI sales representative.

**Non -Internal Corporate Use** - These data users which include any of the following industries:

Advertising, promotion, media buying, and direct mail agencies;  
Magazines, named newspapers, wholesalers and distributors;  
TV, radio and cable networks, named radio networks, interconnects, systems, multiple system operators, syndicators, rep firms, and program distributors;  
Yellow page publishers and distributors;  
Outdoor advertising companies;  
Ad Supported Internet service and content providers.

require prior authorization from MRI. Please fill out the form below and we will contact you for the further details. These users may have to pay additional licensing fees determined by MRI.

I'd like to order:

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**each EASI/MRI Propensity Report - \$3,750 each (Minimum charge with Life Stages \$11,250)**

(\_\_\_\_) **EASI Life Stage Database** with Site Analysis geography only is \$6,000. This includes these geographies; Block Groups, Census Tracts, Counties, States, and the US; **Plus each EASI/MRI Propensity Report - \$3,000 each (Minimum charge with Life Stages \$9,000)**

(\_\_\_\_) **EASI Life Stage Database** with Market Analysis Geography only is \$3,000. This includes these geographies; ZIP Codes, CBSAs, Cities, Counties, States, and US; **Plus each EASI/MRI Propensity Report \$1,500 each (Minimum charge with Life Stage \$4,500)**

**I want to order \_\_\_\_ EASI/MRI Reports (\_\_\_\_\_) for desktop use at \$\_\_\_\_\_**

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(\_\_\_\_) **The Right Site for the Web - EASI® Life Stage** - Single User (This includes these geographies; Block Groups, Census Tracts, ZIP Codes, CBSAs, Cities, Counties, States, and US) \$2,000 annual **Plus EASI/MRI Propensity Report \$1,000 each (Minimum charge \$3,000)**

Products will ship or be available on-line once EASI receives full payment.

**Note: EASI/MRI Propensity data is NOT available with the desktop version of The Right Site. Call for prices for MRI data for desktop analysis.**

**I want to order \_\_\_\_ EASI/MRI Reports (\_\_\_\_\_) for web site use at \$\_\_\_\_\_**

The Propensity Reports I want to order are also circled below:

<b>Report</b>	<b>MRI Major Categories</b>
<i>AILMNT</i>	Ailments, Remedies, etc.
<i>APPARL</i>	Apparel
<i>APPLIA</i>	Appliances
<i>ATTITU</i>	Attitudes
<i>AUTOMO</i>	Automotive and Aftermarket
<i>BABY__</i>	Baby
<i>BEVERA</i>	Beverages
<i>COMPUT</i>	Computers
<i>ELECTR</i>	Electronics
<i>FAMRST</i>	Family Restaurants and Steak Houses

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<i><b>FASTFD</b></i>	<b>Fast Food</b>
<i><b>FINANC</b></i>	<b>Financial</b>
<i><b>GROCRY</b></i>	<b>Grocery</b>
<i><b>INSURN</b></i>	<b>Internet</b>
<i><b>INTRNT</b></i>	<b>Insurance</b>
<i><b>LEISUR</b></i>	<b>Leisure</b>
<i><b>MEDAUD</b></i>	<b>Media Audio</b>
<i><b>MEDREA</b></i>	<b>Media Read</b>
<i><b>MEDWAT</b></i>	<b>Media Watch</b>
<i><b>PERSCR</b></i>	<b>Personal Care</b>
<i><b>PETS__</b></i>	<b>Pets</b>
<i><b>PURCHS</b></i>	<b>Purchasing</b>
<i><b>SPORTS</b></i>	<b>Sports</b>
<i><b>TELEPH</b></i>	<b>Telephony</b>
<i><b>TRAVEL</b></i>	<b>Travel</b>
<i><b>VIDEO_</b></i>	<b>Video</b>

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Total \$\_\_\_\_\_

(\_\_\_\_) Call me to discuss the EASI Life Stage Database, Corporate Licenses, etc.

(\_\_\_\_) Next Day Federal Express \$30 (\_\_\_\_) Second Day Federal Express \$20

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FAX to 718 740 7946 to the attention of: Robert Katz

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