

2006 Codebook	Variable Name	How variable is coded
ATTITUDES, INTERESTS, OPINIONS		
<i>In this section we have listed a number of statements about interest and opinions. For each statement listed, we'd like to know whether you personally agree or disagree with this statement. After each statement there are numbers from 1 to 6. The higher the number, the more you tend to agree with the statement. The lower the number, the more you tend to disagree with the statement.</i>		
Contentment		
I feel I am under a great deal of pressure most of the time	pressure	1 = I definitely disagree
I feel like I'm so busy trying to make everybody else happy that I don't have control of my own life	happy	2 = I generally disagree
I wish I knew how to relax	relax	3 = I moderately disagree
Sometimes I feel that I don't have enough control over the direction my life is taking	lifecontrol	4 = I moderately agree
I dread the future	future	5 = I generally agree
I often wish I could just get organized	organize	6 = I definitely agree
I have trouble getting to sleep	sleep	"
Changes in routine disturb me	changeroutine	"
It seems as though everyone in our family is always on the run	familyrun	"
Everything is changing too fast today	changing	"
I often daydream	daydream	"
I am very satisfied with the way things are going in my life these days	satlife	"
If I had my life to live over, I would sure do things differently	lifediff	"
I have a lot of spare time	sparetime	"
Worry		
I often worry that something bad will happen to me or somebody I love	worrybad	"
I worry how I'll manage financially after I'm 65	money65	"
I worry a lot about my safety when I travel	travelsafety	"
I worry about others getting private information about me	privateinfo	"
I am concerned about the chemicals household cleaners leave behind	chemical	"
Self-Confidence/Self Assuredness		
I have a great deal of self-confidence	selfconfidence	"
I like to be considered a leader	leader	"
I would do better than average in a fist fight	fight	"
I am influential in my neighborhood	aminfluential	"
I am the kind of person who knows what I want to accomplish in life and how to achieve it	accomplish	"
I hate to lose even in friendly competition	hatelose	"
I usually speak my mind even if it upsets people	speakmind	"
My friends and neighbors often come to me for advice about products and brands	meadvice	"
Self Expression/Personal Style		
The clothes I wear reflect who I am as a person	clothesreflect	1 = I definitely disagree
The car I drive is a reflection of who I am	carreflect	2 = I generally disagree
The brands I buy are a reflection of who I am	brandreflect	3 = I moderately disagree
Dressing well is an important part of my life	dresswell	4 = I moderately agree
My home is a reflection of who I am	homereflect	5 = I generally agree
I have much better taste than most people	bettertaste	6 = I definitely agree
I want to look a little different from others	lookdiff	"
When I look in the mirror I like what I see	mirror	"
I think I'm very good looking	goodlook	"
Romance		
misc	hearhead	"
When I have to make big decisions in my life, I always go with my heart rather than my head	romance	"
Being involved in a romantic relationship is important for me to be happy	fashmags	"
self express I enjoy looking through fashion magazines	flirt	"
I like to flirt		
Adventure and Risk Taking		
I would rather spend a quiet evening at home than go out to a party	stayhome	"
I like the feeling of speed	speed	"
I like sports cars	sportscars	"
I am the kind of person who would try anything once	tryonce	"
I don't like to take chances	chances	"
I would be content to live in the same town the rest of my life	sametown	"
My days seem to follow a definite routine	dayroutine	"

Indulgence		
I like to indulge myself	indulge	1 = I definitely disagree
I like to pamper myself	pamper	2 = I generally disagree
I like to reward myself with rich, indulgent sweets	rewardsweets	3 = I moderately disagree
I often reward myself by buying expensive items	rewarditems	4 = I moderately agree
Future Accomplishments		5 = I generally agree
My greatest achievements are still ahead of me	achieve	6 = I definitely agree
I will probably move at least once in the next five years	movefive	"
I will probably have more money to spend next year than I have now	moremoney	"
I would rather live in or near a big city than in or near a small town	bigcity	"
Friends		
I spend a lot of time visiting friends	visitfriends	"
I have a lot of friends	lotfriends	"
I often seek out the advice of my friends regarding brands and products	brandinfo	"
I rely heavily on friends and family for guidance when purchasing a vehicle	relyvehicle	"
I wish I could spend more time with my friends	timefriends	"
Shopping		
I view shopping as a form of entertainment	shopentertain	"
I like to buy new and different things	buynew	"
I am usually among the first to try new products	newprod	"
I prefer to buy products with designer names	designer	"
Pay for Service		
I am willing to pay higher prices at places that offer better customer service	betterservice	"
I would be willing to pay more for products and services that save me time and hassles	paytime	"
I would be willing to pay for advice on how to handle my finances and investments	payadvice	"
I'd rather pay somewhat higher prices at a store that's close to my home than go out of my way a little to get somewhat lower prices elsewhere	payclose	"
Finances		
Credit cards have gotten me into too much debt	creditdebt	1 = I definitely disagree
Our family is too heavily in debt today	famdebt	2 = I generally disagree
Our family income is high enough to satisfy nearly all our important desires	desire	3 = I moderately disagree
No matter how fast our income goes up we never seem to get ahead	ahead	4 = I moderately agree
Saving for the future is a luxury I can't afford right now	savelux	5 = I generally agree
I am not very good at saving money	savemon	6 = I definitely agree
I am an impulse buyer	impulse	"
I frequently buy things even when I can't afford them	buyafford	"
I pretty much spend for today and let tomorrow bring what it will	spendtoday	"
I consult Consumer Reports or similar publications before making a major purchase	conreport	"
Before going shopping, I sit down and make out a complete shopping list	shoplist	"
I don't know much about investing money	investing	"
In our family, I take care of the checkbook and pay the bills	famcheck	"
Financial Safety and Retirement		
On a job, security is more important than money	securejob	"
When making an investment, maximum safety is more important than high interest rates	safety	"
Planning for retirement is one of my top financial priorities	retirepriority	"
I understand the importance of planning for retirement	planretire	"
Family		
Children are the most important thing in a marriage	kidimport	"
When making important family decisions, consideration of the children should come first	childfirst	"
Our whole family usually eats dinner together	famdin	"
I worry about how my family would take care of themselves if I were to die or be disabled	familycare	"
I feel guilty when I serve convenience foods to my family	convfood	"
A successful career is at least as important as being a good spouse or parent	careerimport	"
Religion		
Religion is an important part of my life	religion	"
I believe in God	god	"
I believe in the existence of the Devil	devil	"
It's important to me to find spiritual fulfillment	spiritualfill	"
Socio-Political Attitudes		

I am in favor of legalizing same sex marriages	1 = I definitely disagree
I am in favor of legalized abortions	2 = I generally disagree
I am in favor of the death penalty	3 = I moderately disagree
My vote doesn't count	4 = I moderately agree
Becoming a success is a matter of hard work; luck has little or nothing to do with it	5 = I generally agree
Most people are impolite	6 = I definitely agree
Most people are honest	"
Women have fewer opportunities in the workplace than men	"
Sex Roles	
Men are naturally better leaders than women	menlead
The father should be the boss in the house	boss
The best way of life is a marriage where the husband works while the wife stays home and takes care of the house and kids	bestlife
Race	
I think it's OK for a person to marry someone of a different race	marrydiff
I would prefer to live in a racially integrated neighborhood	integrated
Propriety	
Profanity offends me	profanity
TV commercials place too much emphasis on sex	adsex
I have somewhat old-fashioned tastes and habits	oldfash
Scientific Advances	
I am opposed to genetically modified foods	genetic
In the long run, the scientific advances we are making will do more harm than good	scienceharm
Big Companies	
Banks are basically all the same	banksame
Utility companies don't care about their customers	utility
Most big companies are just out for themselves	bigcomps
Conservation	
I make a special effort to buy from businesses that are environmentally conscious	buyenvironment
I make a strong effort to recycle everything I possibly can	recycle
I would be willing to accept a lower standard of living to conserve energy	lowerstandard
I make special efforts to conserve energy	conserve
Charity	
I make a special effort to buy from companies that support charitable causes	buycharity
I make a special effort to support charitable causes	charitable
Contributing to charitable organizations is important to me	charity
Travel	
I like to visit places that are totally different from my home	visitdiff
I am interested in the cultures of other countries	cultures
I would feel lost if I were alone in a foreign country	foreign
I'd much rather vacation in or near the U.S. than far from the U.S.	usvacation
Diet/Nutrition	
I am careful about what I eat and drink in order to stay healthy	eathealthy
Nutritional information on food labels determines which products and brands I buy	nutlabel
I am concerned about the amount of additives, preservatives, or chemicals in food today	addconcern
I am careful about what I eat and drink in order to keep my weight under control	eatweight
I would be willing to pay more for a product with all natural ingredients	paynatural
I try to avoid foods with additives and preservatives	addavoid
I am willing to pay more for organic foods	organic
I make a special effort to select foods that are fortified with vitamins and minerals	fortified
I make an effort to include soy in my diet	soy
It is too expensive to eat healthy foods	healthexpense
Health and Energy	
I have more energy than most people my age	energy
I feel a lot younger than my age	feelyoung
I am in excellent health	exhealth
I do everything I should to take care of my health	allhealth
I get more headaches than most people	headache
If I don't feel well, I take a pain reliever or other medication right away	painreliever

I rely on a number of sources for health information, besides my doctor			
Cooking and Food	healthinfo		
I like to cook	cooklike	"	
I am a creative cook	createcook	"	
I am interested in spices and seasonings	spices	"	
I love to eat different foods with interesting flavors	difffood	"	
Meal preparation should take as little time as possible	mealprep	"	
Cleanliness			
You have to use disinfectants to get things really clean	disinfect	"	
Killing the germs in my house is an important part of keeping healthy	killgerms	"	
The kind of dirt you can't see is worse than the kind of dirt you can see	dirt	"	
I am uncomfortable when the house is not completely clean	cleanhouse	"	
Internet and Technology			
The internet is the best way to keep in contact with others	netcontact	"	
The internet is the best place to get information about products and services	netinfo	"	
Banking over the internet is too risky	bankrisk	"	
Advanced technology is important to me	advancetech	"	
I consider myself tech-savvy	techsavvy	"	
Television Entertainment			
Magazines are more interesting than television	magtv	"	
I find the Internet more interesting than TV	netbetter	"	
Television is my primary form of entertainment	tvcenter	"	
Advertising			
Advertising insults my intelligence	adinsult	1 = I definitely disagree	
Advertising directed to children should be taken off television	adkids	2 = I generally disagree	
Information from advertising helps me make better buying decisions	adsbuy	3 = I moderately disagree	
4 = I moderately agree			
5 = I generally agree			
6 = I definitely agree			
Information Seeking			
I need to get the news (world, national, sports, etc.) everyday	news	"	
I am interested in politics	politics	"	
I am an avid sports fan	sportsfan	"	
Brands			
When I have a favorite brand I buy it -- no matter what else is on sale	buybrand	"	
I try to stick to well-known brand names	stickbrand	"	
I buy only the best	buybest	"	
A store's own brand is usually a better buy than a nationally advertised brand	storebrand	"	
Horoscopes and aliens			
I believe beings from other planets have visited Earth	planets	"	
I believe in horoscopes and astrology	horoscope	"	
Client-Specific Items			
If I need maintenance or repair on my car, my first choice would be a national chain (e.g. Midas, Meineke, Mr. Goodwrench, Firestone, etc.)	carchain	"	
I would switch my credit cards for one that offers a better rewards program	creditreward	"	
When I buy shoes for myself, style is more important than comfort	shoestyle	"	
I only play the lottery when the jackpot is very big	jackpot	"	
I consider myself a budget traveler	budgettravel	"	
I like to buy insurance from an agent who can give me advice and personal service even if it costs a little bit more	buyinsure	"	
Misc			
I like the look of a large lamp in a picture window	lamp	"	
A drink or two at the end of the day is a perfect way to unwind	drink	"	
IDEAL SELF			
<i>Listed below are a number of words that could be used to describe a person. For each word, please check the box that describes the person you would ideally like to be...in other words, your ideal self.</i>			
Adventurous	adventurous	1 = Definitely does not describe ideal self	
Affectionate	affectionate	2	
Ambitious	ambitious	3	
Assertive	assertive	4	
Caring	caring	5	
Cheerful	cheerful	6 = Definitely does describe ideal self	

Clever	clever	"
Competitive	competitive	"
Confident	confident	"
Courageous	courageous	"
Creative	creative	"
Curious/Inquisitive	curious	"
Easy-going	easygoing	"
Ethical	ethical	"
Exciting	exciting	"
Family-oriented	familyoriented	"
Friendly	friendly	"
Fun-loving	funloving	"
Good-looking	goodlooking	"
Hard-working	hardworking	"
Humorous	humorous	"
In control	incontrol	"
Independent	independent	"
Intelligent	intelligent	"
Leader	leaderself	"
Logical	logical	"
Optimistic	optimistic	"
Organized	organized	"
Outdoorsperson	outdoorsy	"
Outgoing	outgoing	1 = Definitely does not describe ideal self
Outspoken	outspoken	2
Perfectionist	perfectionist	3
Physically-fit	physicallyfit	4
Popular	popular	5
Powerful	powerful	6 = Definitely does describe ideal self
Practical	practical	"
Romantic	romantic	"
Self-disciplined	selfdisciplined	"
Sensitive	sensitive	"
Serious	serious	"
Sexy	sexy	"
Sophisticated	sophisticated	"
Spiritual	spiritual	"
Stylish	stylish	"
Successful	successful	"
Tolerant	tolerant	"
Traditional	traditional	"
Youthful	youthful	"
AREAS OF INTEREST		
<i>Listed below are a variety of topics that people might be interested in. Please indicate the topics you are interested in.</i>		
Animals or pets	interest1	1 = Yes
Arts and crafts (scrapbooking, knitting, painting, etc.)	interest2	0 = No
Business	interest3	"
Cars/Vans/SUVs, Trucks, Motorcycles, etc.	interest4	"
Children, Parenting	interest5	"
Computers (hardware or software)	interest6	"
Electronics	interest7	"
Entertainment news, celebrity gossip	interest8	"
Fashion	interest9	"
Finance	interest10	"
Food preparation and recipes	interest11	"
Gaming	interest12	"
Health issues; Diet and nutrition	interest13	"
Physical fitness, exercise	interest14	"

Hobbies	interest15	
Home improvement	interest16	1 = Yes 0 = No
Local politics	interest17	"
National politics	interest18	"
Local or national travel	interest19	"
International travel	interest20	"
Local news	interest21	"
National news	interest22	"
International news	interest23	"
Science	interest24	"
Movies	interest25	"
Outdoor activities (camping, hunting, fishing, hiking, etc.)	interest26	"
Religion	interest27	"
Sports	interest28	"
None of these	interestnone	"
Please mark the things you <u>frequently</u> do because of your interest in that area.		
Animals or pets		
Read magazines devoted to: Animals or pets	readmags1	1 = Yes 0 = No
Read books about: Animals or pets	readbooks1	"
Read articles about: Animals or pets	readarticles1	"
Watch TV shows about: Animals or pets	watchTV1	"
Search for info on the net about: Animals or pets	searchnet1	"
Listen to radio about: Animals or pets	listen1	"
Participate or Give money or Attend: Animals or pets	participate1	"
Talk to others about: Animals or pets	talk1	"
Read magazines devoted to: Arts and crafts (scrapbooking, knitting, painting, etc.)	readmags2	"
Read books about: Arts and crafts (scrapbooking, knitting, painting, etc.)	readbooks2	"
Read articles about: Arts and crafts (scrapbooking, knitting, painting, etc.)	readarticles2	"
Watch TV shows about: Arts and crafts (scrapbooking, knitting, painting, etc.)	watchTV2	"
Search for info on the net about: Arts and crafts (scrapbooking, knitting, painting, etc.)	searchnet2	"
Listen to radio about: Arts and crafts (scrapbooking, knitting, painting, etc.)	listen2	"
Participate or Give money or Attend: Arts and crafts (scrapbooking, knitting, painting, etc.)	participate2	"
Talk to others about: Arts and crafts (scrapbooking, knitting, painting, etc.)	talk2	"
Business		
Read magazines devoted to: Business	readmags3	1 = Yes 0 = No
Read books about: Business	readbooks3	"
Read articles about: Business	readarticles3	"
Watch TV shows about: Business	watchTV3	"
Search for info on the net about: Business	searchnet3	"
Listen to radio about: Business	listen3	"
Participate or Give money or Attend: Business	participate3	"
Talk to others about: Business	talk3	"
Cars/Vans/SUVs, Trucks, Motorcycles, etc.		
Read magazines devoted to: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	readmags4	1 = Yes 0 = No
Read books about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	readbooks4	"
Read articles about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	readarticles4	"
Watch TV shows about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	watchTV4	"
Search for info on the net about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	searchnet4	"
Listen to radio about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	listen4	"
Participate or Give money or Attend: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	participate4	"
Talk to others about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	talk4	"
Children, Parenting		
Read magazines devoted to: Children, Parenting	readmags5	1 = Yes 0 = No
Read books about: Children, Parenting	readbooks5	"
Read articles about: Children, Parenting	readarticles5	"
Watch TV shows about: Children, Parenting	watchTV5	"
Search for info on the net about: Children, Parenting	searchnet5	"
Listen to radio about: Children, Parenting	listen5	"

Participate or Give money or Attend: Children, Parenting			
Talk to others about: Children, Parenting			
Computers (hardware or software)			
Read magazines devoted to: Computers (hardware or software)	participate5	"	
Read books about: Computers (hardware or software)	talk5	"	
Read articles about: Computers (hardware or software)	readmags6	1 = Yes	
Watch TV shows about: Computers (hardware or software)	readbooks6	0 = No	
Search for info on the net about: Computers (hardware or software)	readarticles6	"	
Listen to radio about: Computers (hardware or software)	watchTV6	"	
Participate or Give money or Attend: Computers (hardware or software)	searchnet6	"	
Talk to others about: Computers (hardware or software)	listen6	"	
Electronics	participate6	"	
Read magazines devoted to: Electronics	talk6	"	
Read books about: Electronics	readmags7	1 = Yes	
Read articles about: Electronics	readbooks7	0 = No	
Watch TV shows about: Electronics	readarticles7	"	
Search for info on the net about: Electronics	watchTV7	"	
Listen to radio about: Electronics	searchnet7	"	
Participate or Give money or Attend: Electronics	listen7	"	
Talk to others about: Electronics	participate7	"	
Entertainment news, celebrity gossip	talk7	"	
Read magazines devoted to: Entertainment news, celebrity gossip	readmags8	1 = Yes	
Read books about: Entertainment news, celebrity gossip	readbooks8	0 = No	
Read articles about: Entertainment news, celebrity gossip	readarticles8	"	
Watch TV shows about: Entertainment news, celebrity gossip	watchTV8	"	
Search for info on the net about: Entertainment news, celebrity gossip	searchnet8	"	
Listen to radio about: Entertainment news, celebrity gossip	listen8	"	
Participate or Give money or Attend: Entertainment news, celebrity gossip	participate8	"	
Talk to others about: Entertainment news, celebrity gossip	talk8	"	
Exercise			
Read magazines devoted to: Exercise	readmags9	1 = Yes	
Read books about: Exercise	readbooks9	0 = No	
Read articles about: Exercise	readarticles9	"	
Watch TV shows about: Exercise	watchTV9	"	
Search for info on the net about: Exercise	searchnet9	"	
Listen to radio about: Exercise	listen9	"	
Participate or Give money or Attend: Exercise	participate9	"	
Talk to others about: Exercise	talk9	"	
Fashion			
Read magazines devoted to: Fashion	readmags10	1 = Yes	
Read books about: Fashion	readbooks10	0 = No	
Read articles about: Fashion	readarticles10	"	
Watch TV shows about: Fashion	watchTV10	"	
Search for info on the net about: Fashion	searchnet10	"	
Listen to radio about: Fashion	listen10	"	
Participate or Give money or Attend: Fashion	participate10	"	
Talk to others about: Fashion	talk10	"	
Finance			
Read magazines devoted to: Finance	readmags11	1 = Yes	
Read books about: Finance	readbooks11	0 = No	
Read articles about: Finance	readarticles11	"	
Watch TV shows about: Finance	watchTV11	"	
Search for info on the net about: Finance	searchnet11	"	
Listen to radio about: Finance	listen11	"	
Participate or Give money or Attend: Finance	participate11	"	
Talk to others about: Finance	talk11	"	
Food preparation and recipes			
Read magazines devoted to: Food preparation and recipes	readmags12	1 = Yes	
Read books about: Food preparation and recipes	readbooks12	0 = No	

Read articles about: Food preparation and recipes	readarticles12	"
Watch TV shows about: Food preparation and recipes	watchTV12	"
Search for info on the net about: Food preparation and recipes	searchnet12	"
Listen to radio about: Food preparation and recipes	listen12	"
Participate or Give money or Attend: Food preparation and recipes	participate12	"
Talk to others about: Food preparation and recipes	talk12	"
Gaming		
Read magazines devoted to: Gaming	readmags13	1 = Yes 0 = No
Read books about: Gaming	readbooks13	
Read articles about: Gaming	readarticles13	
Watch TV shows about: Gaming	watchTV13	
Search for info on the net about: Gaming	searchnet13	
Listen to radio about: Gaming	listen13	
Participate or Give money or Attend: Gaming	participate13	
Talk to others about: Gaming	talk13	
Health issues; Diet and nutrition		
Read magazines devoted to: Health issues; Diet and nutrition	readmags14	1 = Yes 0 = No
Read books about: Health issues; Diet and nutrition	readbooks14	
Read articles about: Health issues; Diet and nutrition	readarticles14	
Watch TV shows about: Health issues; Diet and nutrition	watchTV14	
Search for info on the net about: Health issues; Diet and nutrition	searchnet14	
Listen to radio about: Health issues; Diet and nutrition	listen14	
Participate or Give money or Attend: Health issues; Diet and nutrition	participate14	
Talk to others about: Health issues; Diet and nutrition	talk14	
Physical fitness, exercise		
Read magazines devoted to: Physical fitness, exercise	readmags15	1 = Yes 0 = No
Read books about: Physical fitness, exercise	readbooks15	
Read articles about: Physical fitness, exercise	readarticles15	
Watch TV shows about: Physical fitness, exercise	watchTV15	
Search for info on the net about: Physical fitness, exercise	searchnet15	
Listen to radio about: Physical fitness, exercise	listen15	
Participate or Give money or Attend: Physical fitness, exercise	participate15	
Talk to others about: Physical fitness, exercise	talk15	
Hobbies		
Read magazines devoted to: Hobbies	readmags16	1 = Yes 0 = No
Read books about: Hobbies	readbooks16	
Read articles about: Hobbies	readarticles16	
Watch TV shows about: Hobbies	watchTV16	
Search for info on the net about: Hobbies	searchnet16	
Listen to radio about: Hobbies	listen16	
Participate or Give money or Attend: Hobbies	participate16	
Talk to others about: Hobbies	talk16	
Home improvement		
Read magazines devoted to: Home improvement	readmags17	1 = Yes 0 = No
Read books about: Home improvement	readbooks17	
Read articles about: Home improvement	readarticles17	
Watch TV shows about: Home improvement	watchTV17	
Search for info on the net about: Home improvement	searchnet17	
Listen to radio about: Home improvement	listen17	
Participate or Give money or Attend: Home improvement	participate17	
Talk to others about: Home improvement	talk17	
Local politics		
Read magazines devoted to: Local politics	readmags18	1 = Yes 0 = No
Read books about: Local politics	readbooks18	
Read articles about: Local politics	readarticles18	
Watch TV shows about: Local politics	watchTV18	
Search for info on the net about: Local politics	searchnet18	
Listen to radio about: Local politics	listen18	
Participate or Give money or Attend: Local politics	participate18	

Talk to others about: Local politics	talk18		"
National politics			
Read magazines devoted to: National politics	readmags19	1 = Yes	"
Read books about: National politics	readbooks19	0 = No	"
Read articles about: National politics	readarticles19		"
Watch TV shows about: National politics	watchTV19		"
Search for info on the net about: National politics	searchnet19		"
Listen to radio about: National politics	listen19		"
Participate or Give money or Attend: National politics	participate19		"
Talk to others about: National politics	talk19		"
Local or national travel			
Read magazines devoted to: Local or national travel	readmags20	1 = Yes	"
Read books about: Local or national travel	readbooks20	0 = No	"
Read articles about: Local or national travel	readarticles20		"
Watch TV shows about: Local or national travel	watchTV20		"
Search for info on the net about: Local or national travel	searchnet20		"
Listen to radio about: Local or national travel	listen20		"
Participate or Give money or Attend: Local or national travel	participate20		"
Talk to others about: Local or national travel	talk20		"
International travel			
Read magazines devoted to: International travel	readmags21	1 = Yes	"
Read books about: International travel	readbooks21	0 = No	"
Read articles about: International travel	readarticles21		"
Watch TV shows about: International travel	watchTV21		"
Search for info on the net about: International travel	searchnet21		"
Listen to radio about: International travel	listen21		"
Participate or Give money or Attend: International travel	participate21		"
Talk to others about: International travel	talk21		"
Local news			
Read magazines devoted to: Local news	readmags22	1 = Yes	"
Read books about: Local news	readbooks22	0 = No	"
Read articles about: Local news	readarticles22		"
Watch TV shows about: Local news	watchTV22		"
Search for info on the net about: Local news	searchnet22		"
Listen to radio about: Local news	listen22		"
Participate or Give money or Attend: Local news	participate22		"
Talk to others about: Local news	talk22		"
National news			
Read magazines devoted to: National news	readmags23	1 = Yes	"
Read books about: National news	readbooks23	0 = No	"
Read articles about: National news	readarticles23		"
Watch TV shows about: National news	watchTV23		"
Search for info on the net about: National news	searchnet23		"
Listen to radio about: National news	listen23		"
Participate or Give money or Attend: National news	participate23		"
Talk to others about: National news	talk23		"
Science			
Read magazines devoted to: Science	readmags24	1 = Yes	"
Read books about: Science	readbooks24	0 = No	"
Read articles about: Science	readarticles24		"
Watch TV shows about: Science	watchTV24		"
Search for info on the net about: Science	searchnet24		"
Listen to radio about: Science	listen24		"
Participate or Give money or Attend: Science	participate24		"
Talk to others about: Science	talk24		"
Movies			
Read magazines devoted to: Movies	readmags25	1 = Yes	"
Read books about: Movies	readbooks25	0 = No	"
Read articles about: Movies	readarticles25		"

Watch TV shows about: Movies	watchTV25	"
Search for info on the net about: Movies	searchnet25	"
Listen to radio about: Movies	listen25	"
Participate or Give money or Attend: Movies	participate25	"
Talk to others about: Movies	talk25	"
Outdoor activities (camping, hunting, fishing, hiking, etc.)		
Read magazines devoted to: Outdoor activities (camping, hunting, fishing, hiking, etc.)	readmags26	1 = Yes 0 = No
Read books about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	readbooks26	"
Read articles about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	readarticles26	"
Watch TV shows about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	watchTV26	"
Search for info on the net about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	searchnet26	"
Listen to radio about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	listen26	"
Participate or Give money or Attend: Outdoor activities (camping, hunting, fishing, hiking, etc.)	participate26	"
Talk to others about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	talk26	"
Religion		
Read magazines devoted to: Religion	readmags27	1 = Yes 0 = No
Read books about: Religion	readbooks27	"
Read articles about: Religion	readarticles27	"
Watch TV shows about: Religion	watchTV27	"
Search for info on the net about: Religion	searchnet27	"
Listen to radio about: Religion	listen27	"
Participate or Give money or Attend: Religion	participate27	"
Talk to others about: Religion	talk27	"
Sports		
Read magazines devoted to: Sports	readmags28	1 = Yes 0 = No
Read books about: Sports	readbooks28	"
Read articles about: Sports	readarticles28	"
Watch TV shows about: Sports	watchTV28	"
Search for info on the net about: Sports	searchnet28	"
Listen to radio about: Sports	listen28	"
Participate or Give money or Attend: Sports	participate28	"
Talk to others about: Sports	talk28	"
ACTIVITIES		
<i>We have listed below some activities that you, yourself, may or may not have engaged in. For each activity, please indicate how often you participated in that activity in the past 12 months.</i>		
Entertainment at home		
Played cards (not online)	cards	1 = Never
Entertained people in my home	enthome	2 = Rarely (1-4 times)
Gave or attended a dinner party	dinparty	3 = Sometimes (about 5-11 times)
Rented a movie	rentmovie	4 = One to four times a month (about 12-40 times) 5 = Once a week (about 41-52 times)
Entertainment outside the home		
Attended a lecture, class or seminar	class	6 = Several times a week
Visited an art gallery or museum	visart	7 = Once a week or more
Went to a concert	concert	"
Attended a play	play	"
Went out dancing	dancing	"
Went to the movies	movies	"
Went to a zoo or theme park	zoopark	"
Attended a professional sporting event	prosports	"
Outdoor Activities		
Worked in the garden	garden	"
Went on a picnic	picnic	"
Used a gas grill	gasgrill	"
Used instant light charcoal (Matchlight, etc.)	instantcharcoal	"
Used regular charcoal (Kingsford, Store Brand, etc.)	regcharcoal	"
Exercise		
Did exercises at home	exercisehome	"
Went to a health club or gym	healthclub	"

Participated in Yoga or Pilates	yogapilates	"
Sporting Activities		
Played tennis	tennis	"
Jogged	jogged	"
Played a team sport (basketball, softball, volleyball, etc.)	teamsport	"
Played golf	golf	"
Went fishing	fishing	"
Went swimming	swimming	"
Walked more than 1 mile for exercise	walked	"
Went bowling	bowling	"
Rode a bicycle	bicycle	"
Went camping	camping	"
Went hiking	hiking	"
Went skiing/snowboarding	skisnow	"
Reading		
Finished reading a book	book	1 = Never
Read a self-help book	selfbook	2 = Rarely (1-4 times)
Read books or articles about health	readhealth	3 = Sometimes (about 5-11 times)
Read the newspaper	newspaper	4 = One to four times a month (about 12-40 times)
		5 = Once a week (about 41-52 times)
		6 = Several times a week
		7 = Once a week or more
Computer		
Printed a photograph on a printer at home	printphoto	"
Played a home video game system	homevideo	"
Played a game on a home computer	gamecomputer	"
Burned CDs or DVDs on a home computer	burnedcd	"
Activism/Involvement		
Wrote a letter to an editor of a magazine or newspaper	letter	"
Did volunteer work	volunteer	"
Worked on a community project	commproj	"
Went to a club meeting	clubmeet	"
Consumer behavior		
Returned an unsatisfactory product	returned	"
Mailed a request for free information about a product or service	freeinfo	"
Used a price-off coupon	coupon	"
Financial		
Used a major credit card (Visa, Mastercard, etc.)	creditcard	"
Contributed to an investment plan, not through work	investplan	"
Gambling		
Bet on a sporting event in a friendly office pool	betsport	"
Gambled in a casino	casino	"
Wine		
Purchased a bottle of wine under \$10	winelt10	"
Purchased a bottle of wine for \$10 - \$15	wine10to15	"
Purchased a bottle of wine for over \$15	winegt15	"
Alcoholic Drinks		
Went to a bar or tavern	tavern	
Had too much to drink	drinkmuch	1 = Never
Drank a can or bottle of light beer	lightbeer	2 = Rarely (1-4 times)
Drank a can or bottle of regular beer	regbeer	3 = Sometimes (about 5-11 times)
Had a drink of hard liquor	hardliquor	4 = One to four times a month (about 12-40 times)
		5 = Once a week (about 41-52 times)
		6 = Several times a week
		7 = Once a week or more
Non-alcoholic Drinks		
Drank a regular soft drink	regularsoft	
Drank a diet soft drink	dietsoft	
Drank a sports drink	sportsdrink	
Drank an energy drink (Red Bull, etc.)	energydrink	
Lottery		
Bought an instant, scratch-off State Lottery ticket	instantlott	"
Bought a State Lottery ticket for a jackpot (or daily game drawing)	statelott	"
Health or Weight-Focused		
Used an alternative medical treatment (acupuncture, etc.)	altmedical	"

Used herbal remedies	herbal	"
Went on a weight-reducing diet	diet	"
Miscellaneous Purchases		
Purchased cat litter	catlitter	"
Purchased athletic shoes for myself	athshoe	"
Car Wash/Car Wash Products		
Used a car protectant for rubber, vinyl, or plastic (Armor All, etc.)	carprotect	"
Used car wipes (Armor All, etc.)	carwipes	"
Washed the car myself	washcar	"
Used an automatic car wash at a gas station	autocarwash	"
Hotels		
Made hotel reservations	anyhotelreserve	1 = Never
Made hotel reservations from an offer received in the mail	offerhotelreserve	2 = Rarely (1-4 times)
Stayed at a lower-priced hotel or motel while on a non-business trip (Red Roof Inn, Motel 6, etc.)	lowhotelper	3 = Sometimes (about 5-11 times)
Stayed at a lower-priced hotel or motel while on a business trip (Red Roof Inn, Motel 6, etc.)	lowhotelbus	4 = 1 to 4 times a month (about 12-40 times)
Stayed at a moderately-priced hotel or motel while on a non-business trip (Holiday Inn, Hampton Inn, etc.)	modhotelper	5 = Once a week (about 41-52 times)
Stayed at a moderately-priced hotel or motel while on a business trip (Holiday Inn, Hampton Inn, etc.)	modhotelbus	6 = Several times a week
Stayed at an upper-priced hotel or motel while on a non-business trip (Hyatt, Marriott, Westin, Sheraton, Hilton)	hihotelper	7 = Once a week or more
Stayed at a upper-priced hotel or motel while on a business trip (Hyatt, Marriott, Westin, Sheraton, Hilton)	hihotelbus	"
Stayed at a luxury-priced hotel or motel while on a non-business trip (Ritz-Carlton, Four Seasons, W)	luxhotelper	"
Stayed at a luxury-priced hotel or motel while on a business trip (Ritz-Carlton, Four Seasons, W)	luxhotelbus	"
Travel		
Traveled to another country	traveled	"
Took an airplane trip for business reasons	planebus	"
Took an airplane trip for personal reasons	planeper	"
Rented a car for a leisure trip	rentcarleisure	"
Office Supply Store		
Shopped at Office Max	officemax	"
Shopped at other office supply superstores	otheroffice	"
Do-it-yourself		
Shopped at Home Depot	homedepot	"
Shopped at Lowe's	lowes	"
Shopped at other do-it-yourself home center stores	otherdiy	"
Worked on a do-it-yourself home decorating project (painting, wall-papering, etc.)	diydecorate	"
Hired someone to do a home improvement project	hiredhelp	"
Worked on a small do-it-yourself home improvement project (fixing faucets, replacing floor tile, putting up shelves,etc.)	smalldiy	"
Worked on a large do-it-yourself home improvement project (build deck, kitchen/bath remodeling, replace windows, etc.)	largediy	"
Pharmacy/Drugstore		
Went to a pharmacy for prescription medication	pharmacymed	"
Shopped for cosmetics at a pharmacy/drugstore	cosmeticdrug	"
Shopped for food or beverages at a pharmacy/drugstore	fooddrug	"
Processed photos at a pharmacy or drugstore	photodrug	"
Department Store		
Purchased clothes at JC Penney	jpclothes	"
Purchased items for your home at JC Penney	jcphome	"
Purchased items for the home at a department store	homedept	"
Purchased clothes at a department store	clothesdept	"
Gas Station Convenience Store		
Purchased ready-to-eat snacks or meals at a gas station convenience store	snackconv	"
Purchased hot ready-to-drink coffee at a gas station convenience store	coffeeconv	"
Purchased ready-to-eat food or beverages at a convenience store	foodconv	"
Storage Bags or Containers		
Purchased plastic food or freezer bags (Glad-Lock, Ziploc, etc.)	plastbag	"
Purchased disposable containers (GladWare, Ziploc Storage Containers)	disposecont	"
Purchased plastic trash bags (Hefty, Glad, etc.)	trashbags	"
Water Filtration		
Purchased filters for a water filtration pitcher or faucet mount (Brita, Pur, etc.)	h2ofilter	"
Replaced a filter in a water filtration system (pitcher or faucet mount)	newfilter	"
Miscellaneous		

Had a professional manicure or pedicure
 Had a cosmetic procedure by a dermatologist
 Gave 'the finger' to someone while driving
 Sent a text message over a cell phone
 Sent a greeting card
 Stayed late at work
 Attended church or other place of worship

manpedicure	"
cosmeticderm	"
finger	"
txtmessage	"
greeting	"
latework	"
church	"

INTERNET ACTIVITIES

How often do you use the Internet?

For each activity listed below, please indicate how often during the past 12 months you, yourself, have engaged in this activity on the Internet/World Wide Web.

On the internet: Planned a trip online
 On the internet: Searched for travel information
 On the internet: Made travel reservations
 On the internet: Searched for information about companies or products
 On the internet: Used a dating service
 On the internet: Read a weblog or blog
 On the internet: Searched for health or medical information
 On the internet: Subscribed to an on-line newsletter
 On the internet: Searched for investment information
 On the internet: Made a stock transaction
 On the internet: Listened to radio programming (music, sports, public radio, etc.)
 On the internet: Downloaded music
 On the internet: Processed photos with online providers (e.g., Snapfish)
 On the internet: Purchased groceries
 On the internet: Made banking transaction
 On the internet: Made hotel reservation
 On the internet: Applied for cash advance loan
 On the internet: Played a card game
 On the internet: Gambled
 On the internet: Shopped for a car from a specialty site (e.g., Vehix.com, etc.)

howoftennet	1 = Less than once a week 2 = 1-2 times a week 3 = 3-4 times a week 4 = 5-6 times a week 5 = Once a day 6 = More than once a day
-------------	---

nettrip	1 = Never
nettravinfo	2 = Less than once a month
nettravres	3 = Once a month
netprodinfo	4 = Several times a month
netdate	5 = Once a week
netblog	6 = Several times a week
nethealth	7 = Once a day
netnewsletter	8 = More than once a day
netinvest	"
netstock	"
netradio	"
netdownmusic	"
netphoto	"
netgroc	"
netbank	"
nethotel	"
netloan	"
netcards	"
netgamble	"
netcar	"

FAST FOOD RESTAURANTS

In the last 2 weeks, have you visited any fast food or quick serve restaurants to purchase food for breakfast, lunch, dinner, or a snack?

In the last 2 weeks, have you visited any fast food or quick service restaurants to purchase food for breakfast?
 In the last 2 weeks, have you visited any fast food or quick service restaurants to purchase food for lunch?
 In the last 2 weeks, have you visited any fast food or quick service restaurants to purchase food for dinner?
 In the last 2 weeks, have you visited any fast food or quick service restaurants to purchase food for a snack?
 In the last 2 weeks, have not visited any fast food or quick service restaurant

fastbreak	1 = Yes
fastlunch	0 = No

fastdinner	"
fastsnack	"
nofast	"

Breakfast

In the last 2 weeks, # of times visited McDonald's: Breakfast
 In the last 2 weeks, # of times visited Burger King: Breakfast
 In the last 2 weeks, # of times visited Subway: Breakfast
 In the last 2 weeks, # of times visited Pizza Hut: Breakfast
 In the last 2 weeks, # of times visited Wendy's: Breakfast
 In the last 2 weeks, # of times visited Taco Bell: Breakfast
 In the last 2 weeks, # of times visited Other fast food/donut/bagel/coffee restaurants: Breakfast

mcdbreak	actual value
----------	--------------

bkbreak	"
subbreak	"
phbreak	"
wenbreak	"
tbbreak	"
aobreak	"

Lunch

In the last 2 weeks, # of times visited McDonald's: Lunch
 In the last 2 weeks, # of times visited Burger King: Lunch
 In the last 2 weeks, # of times visited Subway: Lunch
 In the last 2 weeks, # of times visited Pizza Hut: Lunch

mcdlunch	"
bklunch	"
sublunch	"
phlunch	"

In the last 2 weeks, # of times visited Wendy's: Lunch	wenlunch	"
In the last 2 weeks, # of times visited Taco Bell: Lunch	tblunch	"
In the last 2 weeks, # of times visited Other fast food/donut/bagel/coffee restaurants: Lunch	aolunch	"
Dinner		
In the last 2 weeks, # of times visited McDonald's: Dinner	mcddin	"
In the last 2 weeks, # of times visited Burger King: Dinner	bkdin	"
In the last 2 weeks, # of times visited Subway: Dinner	subdin	"
In the last 2 weeks, # of times visited Pizza Hut: Dinner	phdin	"
In the last 2 weeks, # of times visited Wendy's: Dinner	wendin	"
In the last 2 weeks, # of times visited Taco Bell: Dinner	tbdin	"
In the last 2 weeks, # of times visited Other fast food/donut/bagel/coffee restaurants: Dinner	aodin	"
Snacks		
In the last 2 weeks, # of times visited McDonald's: Snacks	mcdsnack	"
In the last 2 weeks, # of times visited Burger King: Snacks	bksnack	"
In the last 2 weeks, # of times visited Subway: Snacks	subsnack	"
In the last 2 weeks, # of times visited Pizza Hut: Snacks	phsnack	"
In the last 2 weeks, # of times visited Wendy's: Snacks	wensnack	"
In the last 2 weeks, # of times visited Taco Bell: Snacks	tbsnack	"
In the last 2 weeks, # of times visited Other fast food/donut/bagel/coffee restaurants: Snacks	aosnack	"
HOUSEHOLD CHORES		
How often do you do the grocery shopping	grocery	1 = Never
How often do you dust or vacuum the house	dustvac	2 = Sometimes
How often do you do the laundry	laundry	3 = Usually
How often do you do the dishes	dishes	4 = Always
How often do you take out the garbage	garbage	"
How often do you do small repair jobs around the house	smallrepair	"
CREDIT CARD USE		
When you get your credit card bills, do you usually pay the entire balance due, or a portion of the balance due?	paycredit	1 = Do not own a credit card 2 = Usually pay entire balance due 3 = Usually pay a portion of the balance due
FINANCIAL DECISIONS		
How much responsibility do you have for financial decisions in your household?	financial	1 = I have the main responsibility 2 = I share the responsibility 3 = I have little or no responsibility
GLASSES OR CONTACTS		
How often do you wear contact lenses?	contacts	1 = Never/Do not own
How often do you wear eyeglasses?	glasses	2 = Occasionally or for specific activities 3 = Every day
NEXT YEAR PLANS		
In the next year, do you enroll in a weight loss program (Weight Watchers, Jenny Craig, or a special diet like The Zone)? In the next year, do you plan to have cosmetic surgery?	weightloss cosmeticsurg	1 = Yes 0 = No
HEALTH/FITNESS		
Currently have Arthritis or joint pain	arthritis	1 = Yes
Currently have Osteoporosis	osteoporosis	0 = No
Currently have Overactive bladder/incontinence	incontinence	
(Base: Have arthritis) Took a prescription drug for arthritis or joint pain	arthritispres	
(Base: Have arthritis) Took an over-the-counter treatment for arthritis or joint pain	arthritisotc	
(Base: Have arthritis) Took glucosamine supplement for arthritis or joint pain	arthritisgluc	
CRUISE		
Have you taken a cruise of seven days or more in the past 3 years? Do you plan on taking a cruise of seven days or more in the next 3 years?	cruisepast cruisefuture	1 = Yes 0 = No

INCOME TAXES

How did you prepare your Federal income taxes last year?

preparetaxes

1 = I or someone in household using instructions on form
2 = I or someone in household using software
3 = Professional accountant
4 = Tax preparation service
5 = Friend or relative
6 = Other

POLITICS

When it comes to politics, would you consider yourself to be...?

political

1 = Extremely Conservative
2 = Conservative
3 = Slightly Conservative
4 = Middle of the road
5 = Slightly Liberal
6 = Liberal
7 = Extremely Liberal

CHARITABLE CONTRIBUTIONS

Please indicate which of the following services, if any, you have either contributed money to, worked for, or given non-monetary contributions to (such as food and clothing) in the past year

Animal rights

Charitable organizations that serve multiple causes (e.g., Salvation Army, United Way, etc.)

Religious organizations

Disease or illness (physical or psychological)

Education or literacy

Minority causes (not disease-related)

Natural disaster relief

Social issues, such as homelessness and hunger

Women and children (not disease-related)

charity1
charity2
charity3
charity4
charity5
charity6
charity7
charity8
charity91 = Yes
0 = No
" "**PERSONAL PRODUCT USE**

Please indicate how often you used each of the following products at home in the past 12 months

Canned tomatoes

Jarred or canned pasta sauce (Ragu, Prego, Hunt's, etc.)

Marinades

Refrigerated dips

Kosher Salt

BBQ Sauce

Red pepper sauce (Tabasco, Trappey's Red Devil, etc.)

Ketchup

Instant Hot Cocoa (Nestle, Swiss Miss)

Prepared soups

cantomatoes
jarsauce
marinades
fridgedip
koshersalt
bbqsauce
peppersauce
ketchup
cocoa
preparedsoup

1 = Never
2 = Rarely (1-4 times)
3 = Sometimes (about 5-11 times)
4 = 1 to 4 times a month (about 12-40 times)
5 = Once a week (about 41-52 times)
6 = Several times a week
7 = Once a week or more
" "

Dairy Products

Ready-to-eat pudding (Hunts Snack Pack, Handi-Snack)

Ready-to-drink milkshakes

Butter

rtpudding
readymilkshakes
butter

" "

Prepared Meals

Premium frozen dinners or entrees (Marie Callender's, Stouffers)

Regular frozen dinners or entrees (Stouffer's, Swanson, etc.)

Low fat/low calorie frozen dinners or entrees (Healthy Choice, etc.)

Frozen prepared chicken in a bag or box (Banquet, Tyson, etc.)

Boxed dinner kits (Hamburger Helper, Banquet Homestyle Bakes, etc.)

Prepared meals (frozen or boxed)

premfrozendinner
frozendinner
lowfatdinner
frozenchicken
boxdinner
preparedmeals

" "

Coffee

Coffee at home	coffeehome	"
Coffee from a coffee shop	coffeshop	"
Creamer		
Flavored liquid non-dairy creamer	flavcreamer	"
Unflavored liquid non-dairy creamer	unflavcreamer	"
Milk Products		
Lactose-free milk	lacfreemilk	"
Soy Milk	soymilk	"
Half & Half	halfnhalf	"
Organic milk	organicmilk	"
Organic foods, not including milk	organicfood	"
Refrigerated chocolate milk	chocmilk	"
Lowfat or skim milk	lowfatmilk	"
Salad Dressing		
Ranch salad dressing	ranchsalad	"
Refrigerated salad dressing (Marie's, T. Marzetti's, etc.)	fridgesalad	"
Non-refrigerated bottled salad dressing (Kraft, Wishbone, etc.)	bottlesalad	"
Skin Care Products		
Moisturizing face cream or lotion	moistface	"
Hand and body lotion	handlotion	"
Skin care products for blemish-prone/oily skin (Clean & Clear, Clearasil)	blemish	"
Anti-aging products (Avon Anew, Estee Lauder Fruition, Alpha Hydrox)	antiaging	"
Household Cleaning Products		
Paper towels	papertowel	"
Household Cleaning wipes (Clorox Disinfecting Wipes, etc.)	cleanwipes	"
All purpose spray cleaner (Formula 409, Fantastik, etc.)	spraycleaner	"
Bathroom spray cleaner (Dow Scrubbing Bubbles, Lysol Basin, Tub & Tile, etc.)	bathspray	"
Fabric refreshers (Febreeze, etc.)	fabricrefresh	"
Liquid bleach for household cleaning (Clorox, etc.)	bleachcleaner	"
Liquid bleach for laundry (Clorox, etc.)	bleach	"
Disinfecting spray (Lysol)	disinfectspray	"
Drain cleaner (Liquid Plumr, Drano, etc.)	draincleaner	"
Scented cleaners	scented	"
Cleaning tools for bath and around the house (Swiffer, Clorox Toilet Want, Mr. Clean Magic Reach, etc.)	bathtools	"
Bathroom toilet bowl tools (e.g., disposable toilet bowl brushes)	toilettools	"
PRODUCT OWNERSHIP		
Please indicate whether or not you own each product listed below; and if so, when you either made your most recent purchase or most recently received the product (e.g., as a gift).		
Own: Portable video game player (Game Boy, Playstation Personal, etc.)	ownportvideo	
Own: Personal Video Recorder service (Tivo, etc.)	owntivo	
Own: Flat Panel, Plasma, Projection or High Definition TV	ownflatpanel	
Own: Home video game system (Playstation, Microsoft Xbox, etc.)	ownhomegame	
Own: iPod or other MP3 Player	ownipod	
Own: Digital camera	owndigital	
Own: Home delivery of water	ownhomewater	
Own: Electronic keypad door lock	ownkeypad	
Own: Life insurance policy on your own life (not thru work)	ownlife	
Own: Long-term care insurance	ownlongcare	
Own: A watch that costs less than \$250	ownwatchlt250	
Own: A watch that costs more than \$250	ownwatchmt250	
Own: A car	owncar	
Own: A vehicle with all-wheel drive	ownallwheel	
Own: A cat	owncat	
Own: A dog	owndog	
Own: Satellite Radio (Sirius, etc.)	ownsatellite	
Own: Inkjet or Laser Printer	ownprinter	
Own: Cell Phone (any kind)	owncell	
Own: Blackberry or similar device	ownblackberry	

Own: Mutual fund (not through a 401K)
 Own: Common stock (not mutual funds)
 Own: Home equity line of credit

ownmutual
 ownstock
 ownhomeequity

INTEND TO PURCHASE

Please indicate when you are most likely to make your next purchase of each product listed, regardless of whether or not you currently own the product.

Intend to own: Portable video game player (Game Boy, Playstation Personal, etc.)
 Intend to own: Personal Video Recorder service (Tivo, etc.)
 Intend to own: Flat Panel, Plasma, Projection or High Definition TV
 Intend to own: Home video game system (Playstation, Microsoft Xbox, etc.)
 Intend to own: iPod or other MP3 player
 Intend to own: Digital camera
 Intend to own: Home delivery of water
 Intend to own: Home door lock
 Intend to own: Electronic keypad door lock
 Intend to own: Life insurance policy on your own life (not thru work)
 Intend to own: Long-term care insurance
 Intend to own: A watch that costs less than \$250
 Intend to own: A watch that costs more than \$250
 Intend to own: A car
 Intend to own: A vehicle with all-wheel drive
 Intend to own: Automobile tires
 Intend to own: A cat
 Intend to own: A dog
 Intend to own: Satellite Radio (Sirius, etc.)
 Intend to own: Inkjet or Laser Printer
 Intend to own: Cell Phone (any kind)
 Intend to own: Blackberry or similar device
 Intend to own: Mutual fund (not through a 401K)
 Intend to own: Common stock (not mutual funds)
 Intend to own: Home equity line of credit

intendportvideo
 intendtivo
 intendflatpanel
 intendhomegame
 intendipod
 intenddigital
 intendhomewater
 intendlock
 intendkeypad
 intendlife
 intendlongcare
 intendwatchlt250
 intendwatchmt250
 intendcar
 intendallwheel
 intendtires
 intendcat
 intenddog
 intendsatellite
 intendprinter
 intendcell
 intendblackberry
 intendmutual
 intendstock
 intendhomeequity

1 = Do not intend to buy
 2 = Will buy within next 12 months
 3 = Will buy 1-4 years from now
 4 = Will buy more than 4 years from now

TELEVISION SHOWS

Please indicate how much you like each of the following types of television shows

Adventure/Outdoor
 Biography
 Cartoons or Animated
 Children's Shows
 Comedy
 Daytime Dramas or Soap Operas
 Documentaries
 Drama
 Entertainment/Personality
 Game shows
 History shows
 Home shopping
 Makeover shows
 Movies
 Music videos
 News
 Political talk shows
 Reality shows
 Religious programming
 Science fiction
 Talk shows
 Travel
 Weather

tvadventure
 tvbiography
 tvcartoon
 tvcchildren
 tvcomedy
 tvsoap
 tvdocumentaries
 tvdrama
 tventertainment
 tvgameshows
 tvhistory
 tvhomeshop
 tvmakeover
 tvmovie
 tvmusic
 tvnews
 tvpolitical
 tvreality
 tvreligious
 tvscience
 tvtalk
 tvtravel
 tvweather

1 = Do not like
 2 = Like a little
 3 = Like a lot

CABLE TELEVISION

Do you subscribe to cable TV?

Which of the following describes your cable TV package?

- (Base: Subscribe to cable TV) I subscribe to basic cable TV services
(Base: Subscribe to cable TV) I subscribe to premium cable TV services (HBO, Showtime, etc.)
(Base: Subscribe to cable TV) I have purchased a pay-per-view program in the last 12 months
(Base: Subscribe to cable TV) I subscribe to digital cable without digital video recording
(Base: Subscribe to cable TV) I subscribe to digital cable with digital video recording

(Base: Do not subscribe to cable TV) Why don't you have cable TV?

havecable	1 = Yes 0 = No
cablebasic	1 = Yes
cablepremium	0 = No
cablepayper	"
cabledvr	"
cablennodvr	"
whynocable	1 = I do not own a television 2 = Cable TV is not available to me 3 = Cable TV is available to me, but I choose not to subscribe 4 = I subscribe to satellite TV

RADIO

Please indicate how much you like each of the following types of radio programs

- All News
Public Radio
Classical
Country
Easy Listening
Talk Radio
Adult Contemporary
Rap/Hip-Hop
Jazz
Jazz/R&B
Religious/Gospel
Classic Rock
Hard Rock
Oldies (60s, 70s, 80s)
All Sports

radionews	1 = Do not like
radiopublic	2 = Like a little
radioclassical	3 = Like a lot
radiocountry	"
radioeasylisten	"
radiotalk	"
radioadult	"
radiorap	"
radiojazz	"
radiojazzrb	"
radioreligious	"
radioreligious	"
radioclassicrock	"
radiohardrock	"
radiooldies	"
radioallsports	"

NEWSPAPER

Below is a list of sections of the newspaper. Please click on the box next to each section that you READ OR LOOK AT REGULARLY

- Local or National news section
Comics section
Sports section
Business section
Women's section
Food section
Entertainment section
Lifestyle section
Classified Ads
Sunday Magazine
Retailer inserts
Coupon Inserts
Movie listings
Do not read the newspaper

newlocal	1 = Yes
newscomics	0 = No
newssports	"
newsbusiness	"
newswomen	"
newsfood	"
newsentertain	"
newslifestyle	"
newsads	"
newssunday	"
newsretail	"
newscoupon	"
newsmovie	"
newsdonotread	"

MAGAZINE

Below is a list of magazine formats. Please indicate which magazine formats you READ REGULARLY

- Home (Better Homes & Gardens, Country Living, Architectural Digest, etc.)
Women's (Ladies Home Journal, Good Housekeeping, Family Circle, etc.)
Young Women's (Cosmopolitan, Seventeen, etc.)
Lifestyle magazines (O (Oprah's magazine), Martha Stewart Living, Real Simple, etc.)
Men's magazines (GQ, Playboy, etc.)
Young Men's Magazines (Maxim, Details, FHM, etc.)
Sunday magazines (Parade, USA Weekend, etc.)

maghome	1 = Yes
magwomen	0 = No
magyoungwomen	"
maglifestyle	"
magmen	"
magyoungmen	"
magsunday	"

Commentary, Literature and Essays (New Yorker, Harper's Atlantic Monthly, UTNE Reader, etc.)
 Gen Y Magazines (Rolling Stone, Esquire, etc.)
 Special Interest (Boating, AARP, Wine Spectator, etc.)
 Gender

magcomment	"
maggeny	"
magspecial	"
gender	
1 = Male	
2 = Female	

DEMOGRAPHICS

Age range

resagerg	1 = 18-24 2 = 25-34 3 = 35-44 4 = 45-54 5 = 55-64 6 = 65+
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Which of the following best describes your current relationship status?

mstatq	1 = Married 2 = Widowed 3 = Separated 4 = Divorced 5 = Single (never married) 6 = Living with somebody in a romantic relationship 7 = Prefer not to answer
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Race, including Hispanic

race	1 = White 2 = Black 3 = Asian 4 = Hispanic 5 = Other 6 = Prefer not to answer
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How many people are there in your household?

hhsiz	1 = One 2 = Two 3 = Three 4 = Four 5 = Five 6 = Six 7 = Seven 8 = Eight or more
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Do you have any children?

havechild	1 = Yes 0 = No
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Do you have any children (your own or somebody else's) living at home with you?

numkidshome	1 = Yes 0 = No
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Number of children age under 1 year old living at home

child1t1	1 = Zero
child1to2	2 = One
child3to5	3 = Two
child6to8	4 = Three or more
child9to11	"
child12to13	"
child14to15	"
child16to17	"
child18to24	"
child25to34	"
child35	"

Number of children age 1-2 years old living at home
 Number of children age 3-5 years old living at home
 Number of children age 6-8 years old living at home
 Number of children age 9-11 years old living at home
 Number of children age 12-13 years old living at home
 Number of children age 14-15 years old living at home
 Number of children age 16-17 living at home
 Number of children age 18-24 years old living at home
 Number of children age 25-34 years old living at home
 Number of children age 35 years or older living at home

Do you have any grandchildren?

grandchild	1 = Yes 0 = No
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Education level of respondent	edres	1 = Less than high school 2 = Graduated high school or trade school 3 = Attended college 4 = Graduated from college 5 = Attended post-graduate school 6 = Prefer not to answer
Employment status of respondent	empres	1= Work for someone else full-time 2 = Self-employed full-time 3 = Work for someone else part-time 4 = Self-employed part-time 5 = Temporarily unemployed, but plan on working again 6 = Retired and not employed 7 = Disabled, Student, etc. and not employed 8 = Full-time homemaker 9 = Prefer not to answer
(Base: Employed) Occupation of respondent	occup	1 = Professional 2 = Executive (Managerial or Administrative) 3 = Administrative support, Clerical 4 = Sales 5 = Precision production, Craft, or Repair 6 = Operator, Fabricator or Laborer 7 = Technician and related support 8 = Farming, Forestry, or Fishing 9 = Service 10 = Other
(Base: Employed) How much do you enjoy your job?	jobenjoy	1 = A lot 2 = A little 3 = Not at all
(Base: Employed) Do you consider your work to be a career or just a job?	work	1 = A career 2 = Just a job
(Base: Employed) Business ownership status	ownbusiness	1 = Own a business which you operate out of your home 2 = Own a business which you operate out of a location other than your home 3 = Do not own a business but intend to start one in the next two years 4 = Neither own nor intend of own a business
Type of dwelling unit	dwelling	1 = A house that I own 2 = A condominium or townhouse that I own 3 = A house, condominium, or townhouse that somebody else owns 4 = An apartment that I rent 5 = A mobile home 6 = Other
Household income	income	1 = Under \$20,000

how much does your household have in total investable assets?		<p>2 = \$20,000-\$29,999 3 = \$30,000-\$39,999 4 = \$40,000-\$49,999 5 = \$50,000-\$59,999 6 = \$60,000-\$69,999 7 = \$70,000-\$99,999 8 = \$100,000-\$124,999 9 = \$125,000-\$149,999 10 = \$150,000 or more 11 = Prefer not to answer</p>
I consider my sexual orientation to be	assets	<p>1= Less than \$50,000 2 = \$50,000-\$200,000 3 = \$200,000+ 4 = Not sure 5 = Prefer not to answer</p>
Age of respondent	sexidentify	<p>1 = Straight male 2 = Straight female 3 = Gay male 4 = Gay female 5 = Bisexual male 6 = Bisexual female 7 = Prefer not to answer</p>
Which of the following best describes the area in which you live?	age	Value is exact age
State	area	<p>1 = Urban (in the city) 2 = Suburban (outside the city) 3 = Rural (in a small town or in the country)</p>
	state	<p>1 = Alaska 2 = Alabama 3 = Arkansas 4 = Arizona 5 = California 6 = Colorado 7 = Connecticut 8 = Washington DC 9 = Delaware 10 = Florida 11 = Georgia 12 = Hawaii 13 = Iowa 14 = Idaho 15 = Illinois 16 = Indiana 17 = Kansas</p>