

2006 Codebook		Variable Name	How variable is coded
<b>ATTITUDES, INTERESTS, OPINIONS</b>			
<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>			
<b>Contentment</b>			
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	"	"
<b>Worry</b>			
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	"	"
<b>Self-Confidence/Self Assuredness</b>			
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	aminfluent	"	"
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	"	"
<b>Self Expression/Personal Style</b>			
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	"	"
<b>Romance</b>			
misc When I have to make big decisions in my life, I always go with my heart rather than my head	hearthead	"	"
Being involved in a romantic relationship is important for me to be happy	romance	"	"
self express I enjoy looking through fashion magazines	fashmags	"	"
I like to flirt	flirt	"	"
<b>Adventure and Risk Taking</b>			
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	"	"

<b>Indulgence</b>		
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
<b>Future Accomplishments</b>		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	"
<b>Friends</b>		
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	"
<b>Shopping</b>		
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	"
<b>Pay for Service</b>		
I am willing to pay higher prices at places that offer better customer service	beterservice	"
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	"
<b>Finances</b>		
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	consreport	"
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	"
<b>Financial Safety and Retirement</b>		
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	"
<b>Family</b>		
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	"
<b>Religion</b>		
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	"
<b>Socio-Political Attitudes</b>		

Public high schools should be allowed to distribute condoms to students	hscondom	1 = I definitely disagree
I am in favor of legalizing same sex marriages	samesex	2 = I generally disagree
I am in favor of legalized abortions	abortion	3 = I moderately disagree
I am in favor of the death penalty	deathpen	4 = I moderately agree
My vote doesn't count	votecount	5 = I generally agree
Becoming a success is a matter of hard work; luck has little or nothing to do with it	success	6 = I definitely agree
Most people are impolite	impolite	"
Most people are honest	honest	"
Women have fewer opportunities in the workplace than men	womenfewer	"
<b>Sex Roles</b>		
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	"
<b>Race</b>		
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	"
<b>Propriety</b>		
Profanity offends me	profanity	"
TV commercials place too much emphasis on sex	adsex	"
I have somewhat old-fashioned tastes and habits	oldfash	"
<b>Scientific Advances</b>		
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	"
<b>Big Companies</b>		
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	"
<b>Conservation</b>		
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	"
<b>Charity</b>		
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	"
<b>Travel</b>		
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	"
<b>Diet/Nutrition</b>		
I am careful about what I eat and drink in order to stay healthy	eathealthy	1 = I definitely disagree
Nutritional information on food labels determines which products and brands I buy	nutlabel	2 = I generally disagree
I am concerned about the amount of additives, preservatives, or chemicals in food today	addconcern	3 = I moderately disagree
I am careful about what I eat and drink in order to keep my weight under control	eatweight	4 = I moderately agree
I would be willing to pay more for a product with all natural ingredients	paynatural	5 = I generally agree
I try to avoid foods with additives and preservatives	addavoid	6 = I definitely agree
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	"
<b>Health and Energy</b>		
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	healthinfo	"
<b>Cooking and Food</b>		
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	"
<b>Cleanliness</b>		
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	"
<b>Internet and Technology</b>		
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	"
<b>Television Entertainment</b>		
Magazines are more interesting than television	magtv	"
I find the Internet more interesting than TV	netbetter	"
Television is my primary form of entertainment	tventer	"
<b>Advertising</b>		
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
<b>Information Seeking</b>		
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	"
<b>Brands</b>		
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	"
<b>Horoscopes and aliens</b>		
I believe beings from other planets have visited Earth	planets	"
I believe in horoscopes and astrology	horoscope	"
<b>Client-Specific Items</b>		
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	"
<b>Misc</b>		
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	"
<b>IDEAL SELF</b>		
<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

Listed below are a variety of topics that people might be interested in. Please indicate the topics you are interested in.

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	"
Local politics	interest17	0 = No	"
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		"
<b>Please mark the things you frequently do because of your interest in that area.</b>			
<b>Animals or pets</b>			
Read magazines devoted to: Animals or pets	readmags1	1 = Yes	"
Read books about: Animals or pets	readbooks1	0 = No	"
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		"
<b>Business</b>			
Read magazines devoted to: Business	readmags3	1 = Yes	"
Read books about: Business	readbooks3	0 = No	"
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		"
<b>Cars/Vans/SUVs, Trucks, Motorcycles, etc.</b>			
Read magazines devoted to: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	readmags4	1 = Yes	"
Read books about: Cars/Vans/SUVs, Trucks, Motorcycles, etc.	readbooks4	0 = No	"
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		"
<b>Children, Parenting</b>			
Read magazines devoted to: Children, Parenting	readmags5	1 = Yes	"
Read books about: Children, Parenting	readbooks5	0 = No	"
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	participate5				"
Talk to others about: Children, Parenting	talk5				"
<b>Computers (hardware or software)</b>					
Read magazines devoted to: Computers (hardware or software)	readmags6	1 = Yes			
Read books about: Computers (hardware or software)	readbooks6	0 = No			
Read articles about: Computers (hardware or software)	readarticles6				"
Watch TV shows about: Computers (hardware or software)	watchTV6				"
Search for info on the net about: Computers (hardware or software)	searchnet6				"
Listen to radio about: Computers (hardware or software)	listen6				"
Participate or Give money or Attend: Computers (hardware or software)	participate6				"
Talk to others about: Computers (hardware or software)	talk6				"
<b>Electronics</b>					
Read magazines devoted to: Electronics	readmags7	1 = Yes			
Read books about: Electronics	readbooks7	0 = No			
Read articles about: Electronics	readarticles7				"
Watch TV shows about: Electronics	watchTV7				"
Search for info on the net about: Electronics	searchnet7				"
Listen to radio about: Electronics	listen7				"
Participate or Give money or Attend: Electronics	participate7				"
Talk to others about: Electronics	talk7				"
<b>Entertainment news, celebrity gossip</b>					
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				"
<b>Exercise</b>					
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				"
<b>Fashion</b>					
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				"
<b>Finance</b>					
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				"
<b>Food preparation and recipes</b>					
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		"
<b>Gaming</b>			
Read magazines devoted to: Gaming	readmags13	1 = Yes	
Read books about: Gaming	readbooks13	0 = No	
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		"
<b>Health issues; Diet and nutrition</b>			
Read magazines devoted to: Health issues; Diet and nutrition	readmags14	1 = Yes	
Read books about: Health issues; Diet and nutrition	readbooks14	0 = No	
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		"
<b>Physical fitness, exercise</b>			
Read magazines devoted to: Physical fitness, exercise	readmags15	1 = Yes	
Read books about: Physical fitness, exercise	readbooks15	0 = No	
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		"
<b>Hobbies</b>			
Read magazines devoted to: Hobbies	readmags16	1 = Yes	
Read books about: Hobbies	readbooks16	0 = No	
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		"
<b>Home improvement</b>			
Read magazines devoted to: Home improvement	readmags17	1 = Yes	
Read books about: Home improvement	readbooks17	0 = No	
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		"
<b>Local politics</b>			
Read magazines devoted to: Local politics	readmags18	1 = Yes	
Read books about: Local politics	readbooks18	0 = No	
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			"
<b>National politics</b>				
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			"
<b>Local or national travel</b>				
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			"
<b>International travel</b>				
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			"
<b>Local news</b>				
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			"
<b>National news</b>				
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			"
<b>Science</b>				
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			"
<b>Movies</b>				
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		"
<b>Outdoor activities (camping, hunting, fishing, hiking, etc.)</b>			
Read magazines devoted to: Outdoor activities (camping, hunting, fishing, hiking, etc.)	readmags26	1 = Yes	
Read books about: Outdoor activities (camping, hunting, fishing, hiking, etc.)	readbooks26	0 = No	
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		"
<b>Religion</b>			
Read magazines devoted to: Religion	readmags27	1 = Yes	
Read books about: Religion	readbooks27	0 = No	
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		"
<b>Sports</b>			
Read magazines devoted to: Sports	readmags28	1 = Yes	
Read books about: Sports	readbooks28	0 = No	
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		"
<b>ACTIVITIES</b>			
<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>			
<b>Entertainment at home</b>			
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)	
<b>Entertainment outside the home</b>		5 = Once a week (about 41-52 times)	
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	zoo		"
Attended a professional sporting event	prosports		"
<b>Outdoor Activities</b>			
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		"
<b>Exercise</b>			
Did exercises at home	exerciseshome		"
Went to a health club or gym	healthclub		"

Participated in Yoga or Pilates	yogapilates	"
<b>Sporting Activities</b>		
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	"
<b>Reading</b>		
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)
<b>Computer</b>		5 = Once a week (about 41-52 times)
Printed a photograph on a printer at home	printphoto	6 = Several times a week
Played a home video game system	homevideo	7 = Once a week or more
Played a game on a home computer	gamecomputer	"
Burned CDs or DVDs on a home computer	burnedcd	"
<b>Activism/Involvement</b>		
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	"
<b>Consumer behavior</b>		
Returned an unsatisfactory product	returned	"
Mailed a request for free information about a product or service	freeinfo	"
Used a price-off coupon	coupon	"
<b>Financial</b>		
Used a major credit card (Visa, Mastercard, etc.)	creditcard	"
Contributed to an investment plan, not through work	investplan	"
<b>Gambling</b>		
Bet on a sporting event in a friendly office pool	betsport	"
Gambled in a casino	casino	"
<b>Wine</b>		
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	"
<b>Alcoholic Drinks</b>		
Went to a bar or tavern	tavern	1 = Never
Had too much to drink	drinkmuch	2 = Rarely (1-4 times)
Drank a can or bottle of light beer	lightbeer	3 = Sometimes (about 5-11 times)
Drank a can or bottle of regular beer	regbeer	4 = One to four times a month (about 12-40 times)
Had a drink of hard liquor	hardliquor	5 = Once a week (about 41-52 times)
<b>Non-alcoholic Drinks</b>		6 = Several times a week
Drank a regular soft drink	regularsoft	7 = Once a week or more
Drank a diet soft drink	dietsoft	"
Drank a sports drink	sportsdrink	"
Drank an energy drink (Red Bull, etc.)	energydrink	"
<b>Lottery</b>		
Bought an instant, scratch-off State Lottery ticket	instantlott	"
Bought a State Lottery ticket for a jackpot (or daily game drawing)	statelott	"
<b>Health or Weight-Focused</b>		
Used an alternative medical treatment (acupuncture, etc.)	altmedical	"

Used herbal remedies	herbal	"
Went on a weight-reducing diet	diet	"
<b>Miscellaneous Purchases</b>		
Purchased cat litter	catlitter	"
Purchased athletic shoes for myself	athshoe	"
<b>Car Wash/Car Wash Products</b>		
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	"
<b>Hotels</b>		
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 an 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	"
<b>Travel</b>		
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	"
<b>Office Supply Store</b>		
Shopped at Office Max	officemax	"
Shopped at other office supply superstores	otheroffice	"
<b>Do-it-yourself</b>		
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	"
<b>Pharmacy/Drugstore</b>		
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	"
<b>Department Store</b>		
Purchased clothes at JC Penney	jcpclothes	"
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	"
<b>Gas Station Convenience Store</b>		
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	"
<b>Storage Bags or Containers</b>		
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	"
<b>Water Filtration</b>		
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	"
<b>Miscellaneous</b>		



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	"
<b>Dinner</b>		
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	"
<b>Snacks</b>		
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	"
<b>HOUSEHOLD CHORES</b>		
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	"
<b>CREDIT CARD USE</b>		
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
<b>FINANCIAL DECISIONS</b>		
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
<b>GLASSES OR CONTACTS</b>		
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
<b>NEXT YEAR PLANS</b>		
In the next year, do you enroll in a weight loss program (Weight Watchers, Jenny Craig, or a special diet like The Zone)?	weightloss	1 = Yes
In the next year, do you plan to have cosmetic surgery?	cosmeticsurg	0 = No
<b>HEALTH/FITNESS</b>		
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	
<b>CRUISE</b>		
Have you taken a cruise of seven days or more in the past 3 years?	cruisepast	1 = Yes
Do you plan on taking a cruise of seven days or more in the next 3 years?	cruisefuture	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		
<i>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</i>		
Animal rights	charity1	
Charitable organizations that serve multiple causes (e.g., Salvation Army, United Way, ec.)	charity2	
Religious organizations	charity3	1 = Yes
Disease or illness (physical or psychological)	charity4	0 = No
Education or literacy	charity5	"
Minority causes (not disease-related)	charity6	"
Natural disaster relief	charity7	"
Social issues, such as homelessness and hunger	charity8	"
Women and children (not disease-related)	charity9	"
PERSONAL PRODUCT USE		
<i>Please indicate how often you used each of the following products at home in the past 12 months</i>		
Canned tomatoes	cantomatoes	1 = Never
Jarred or canned pasta sauce (Ragu, Prego, Hunt's, etc.)	jarsauce	2 = Rarely (1-4 times)
Marinades	marinades	3 = Sometimes (about 5-11 times)
Refrigerated dips	fridgedip	4 = 1 to 4 times a month (about 12-40 times)
Kosher Salt	koshersalt	5 = Once a week (about 41-52 times)
BBQ Sauce	bbqsauce	6 = Several times a week
Red pepper sauce (Tabasco, Trappey's Red Devil, etc.)	peppersauce	7 = Once a week or more
Ketchup	ketchup	
Instant Hot Cocoa (Nestle, Swiss Miss)	cocoa	
Prepared soups	preparedsoup	"
<b>Dairy Products</b>		"
Ready-to-eat pudding (Hunts Snack Pack, Handi-Snack)	rtepudding	"
Ready-to-drink milkshakes	readysakes	"
Butter	butter	"
<b>Prepared Meals</b>		"
Premium frozen dinners or entrees (Marie Callender's, Stouffers)	premfzrdinner	"
Regular frozen dinners or entrees (Stouffer's, Swanson, etc.)	frozendinner	"
Low fat/low calorie frozen dinners or entrees (Healthy Choice, etc.)	lowfatdinner	"
Frozen prepared chicken in a bag or box (Banquet, Tyson, etc.)	frozenchicken	"
Boxed dinner kits (Hamburger Helper, Banquet Homestyle Bakes, etc.)	boxdinner	"
Prepared meals (frozen or boxed)	preparedmeals	"
<b>Coffee</b>		"

Coffee at home	coffeeshop	"
Coffee from a coffee shop	coffeeshop	"
<b>Creamer</b>		"
Flavored liquid non-dairy creamer	flavcream	"
Unflavored liquid non-dairy creamer	unflavcream	"
<b>Milk Products</b>		"
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	"
<b>Salad Dressing</b>		"
Ranch salad dressing	ranchsalad	"
Refrigerated salad dressing (Marie's, T. Marzetti's, etc.)	fridgesalad	"
Non-refrigerated bottled salad dressing (Kraft, Wishbone, etc.)	bottlesalad	"
<b>Skin Care Products</b>		"
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	"
<b>Household Cleaning Products</b>		"
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 (Febreze, 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	"
<b>PRODUCT OWNERSHIP</b>		
<i>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).</i>		
Own: Portable video game player (Game Boy, Playstation Personal, etc.)	ownportvideo	
Own: Personal Video Recorder service (Tivo, etc.)	owntivo	1 = Do not own
Own: Flat Panel, Plasma, Projection or High Definition TV	ownflatpanel	2 = Bought or received in past 12 months
Own: Home video game system (Playstation, Microsoft Xbox, etc.)	ownhomegame	3 = Bought or received more than 12 months ago
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	"





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?

<b>havecable</b>	1 = Yes 0 = No
<b>cablebasic</b>	1 = Yes
<b>cablepremium</b>	0 = No
<b>cablepayper</b>	"
<b>cabledvr</b>	"
<b>cablenodvr</b>	"
<b>whynocable</b>	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

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

**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

<b>newslocal</b>	1 = Yes
<b>newscomics</b>	0 = No
<b>newssports</b>	"
<b>newsbusiness</b>	"
<b>newswomen</b>	"
<b>newsfood</b>	"
<b>newsentertain</b>	"
<b>newslifestyle</b>	"
<b>newsads</b>	"
<b>newsunday</b>	"
<b>newsretail</b>	"
<b>newscoupon</b>	"
<b>newsmovie</b>	"
<b>newsdonotread</b>	"

**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.)

<b>maghome</b>	1 = Yes
<b>magwomen</b>	0 = No
<b>magyoungwomen</b>	"
<b>maglifestyle</b>	"
<b>magmen</b>	"
<b>magyoungmen</b>	"
<b>mag sunday</b>	"



Education level of respondent	<b>edres</b>	<ul style="list-style-type: none"> <li>1 = Less than high school</li> <li>2 = Graduated high school or trade school</li> <li>3 = Attended college</li> <li>4 = Graduated from college</li> <li>5 = Attended post-graduate school</li> <li>6 = Prefer not to answer</li> </ul>
Employment status of respondent	<b>empres</b>	<ul style="list-style-type: none"> <li>1= Work for someone else full-time</li> <li>2 = Self-employed full-time</li> <li>3 = Work for someone else part-time</li> <li>4 = Self-employed part-time</li> <li>5 = Temporarily unemployed, but plan on working again</li> <li>6 = Retired and not employed</li> <li>7 = Disabled, Student, etc. and not employed</li> <li>8 = Full-time homemaker</li> <li>9 = Prefer not to answer</li> </ul>
(Base: Employed) Occupation of respondent	<b>occup</b>	<ul style="list-style-type: none"> <li>1 = Professional</li> <li>2 = Executive (Managerial or Administrative)</li> <li>3 = Administrative support, Clerical</li> <li>4 = Sales</li> <li>5 = Precision production, Craft, or Repair</li> <li>6 = Operator, Fabricator or Laborer</li> <li>7 = Technician and related support</li> <li>8 = Farming, Forestry, or Fishing</li> <li>9 = Service</li> <li>10 = Other</li> </ul>
(Base: Employed) How much do you enjoy your job?	<b>jobenjoy</b>	<ul style="list-style-type: none"> <li>1 = A lot</li> <li>2 = A little</li> <li>3 = Not at all</li> </ul>
(Base: Employed) Do you consider your work to be a career or just a job?	<b>work</b>	<ul style="list-style-type: none"> <li>1 = A career</li> <li>2 = Just a job</li> </ul>
(Base: Employed) Business ownership status	<b>ownbusiness</b>	<ul style="list-style-type: none"> <li>1 = Own a business which you operate out of your home</li> <li>2 = Own a business which you operate out of a location other than your home</li> <li>3 = Do not own a business but intend to start one in the next two years</li> <li>4 = Neither own nor intend to own a business</li> </ul>
Type of dwelling unit	<b>dwelling</b>	<ul style="list-style-type: none"> <li>1 = A house that I own</li> <li>2 = A condominium or townhouse that I own</li> <li>3 = A house, condominium, or townhouse that somebody else owns</li> <li>4 = An apartment that I rent</li> <li>5 = A mobile home</li> <li>6 = Other</li> </ul>
Household income	<b>income</b>	<ul style="list-style-type: none"> <li>1 = Under \$20,000</li> </ul>

how much does your household have in total investable assets?

I consider my sexual orientation to be

Age of respondent

Which of the following best describes the area in which you live?

State

**assets**

**sexidentify**

**age**

**area**

**state**

- 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

- 1= Less than \$50,000
- 2 = \$50,000-\$200,000
- 3 = \$200,000+
- 4 = Not sure
- 5 = Prefer not to answer

- 1 = Straight male
- 2 = Straight female
- 3 = Gay male
- 4 = Gay female
- 5 = Bisexual male
- 6 = Bisexual female
- 7 = Prefer not to answer

Value is exact age

- 1 = Urban (in the city)
- 2 = Suburban (outside the city)
- 3 = Rural (in a small town or in the country)

- 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