<table>
<thead>
<tr>
<th>Section - Category Heading</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> HISPANICS ONLY - SPECIAL DEMOGRAPHICS</td>
</tr>
<tr>
<td>1.1 HERITAGE</td>
</tr>
<tr>
<td>1.2 COUNTRY OF BIRTH/YEAR MOVED TO U.S.</td>
</tr>
<tr>
<td>1.3 HISPANIC CULTURAL IDENTIFICATION</td>
</tr>
<tr>
<td>1.4 LANGUAGE (RESPONDENT)</td>
</tr>
<tr>
<td>1.5 HISPANIC ADULTS IN HOUSEHOLD</td>
</tr>
<tr>
<td>1.8 ATTITUDES/OPTIONS-CULTURE AND LIFESTYLE</td>
</tr>
<tr>
<td>1.9 ATTITUDES/OPTIONS-LANGUAGE &amp; MEDIA</td>
</tr>
<tr>
<td><strong>2</strong> HISPANICS ONLY - SPANISH-LANGUAGE MEDIA</td>
</tr>
<tr>
<td>2.1 SPANISH MAGAZINES - INDIVIDUAL MAGAZINE</td>
</tr>
<tr>
<td>2.2 SPANISH MAGAZINES - MAGAZINE GROUPS</td>
</tr>
<tr>
<td>2.3 SPANISH MAGAZINES - PUBLICATION TYPES</td>
</tr>
<tr>
<td>2.5 TOTAL SPANISH MAGAZINES READ</td>
</tr>
<tr>
<td>2.7 SPANISH NEWSPAPERS</td>
</tr>
<tr>
<td>2.8 SPANISH TV SHOWS-VIEWED YESTERDAY</td>
</tr>
<tr>
<td>2.9 SPANISH TV SHOWS - VIEWED PAST 7 DAYS</td>
</tr>
<tr>
<td>2.10 TV SHOWS - VIEWED FULL ATT</td>
</tr>
<tr>
<td>2.11 TV SHOWS - VIEWED YESTERDAY MOST ATT</td>
</tr>
<tr>
<td>2.12 TV SHOWS - VIEWED YESTERDAY SOME ATT</td>
</tr>
<tr>
<td>2.13 TV SHOWS - FREQUENCY OF VIEWING</td>
</tr>
<tr>
<td>2.14 SPANISH WEBSITES</td>
</tr>
<tr>
<td>2.15 CABLE TELEVISION &amp; PREM CHANNELS-SPANISH</td>
</tr>
<tr>
<td>2.16 TV - SPECIAL PROGRAMS &amp; SPECIAL EVENTS</td>
</tr>
<tr>
<td>2.18 SPANISH LANGUAGE TV GENRES</td>
</tr>
<tr>
<td>2.19 HISPANIC MEDIA QUINTILES</td>
</tr>
<tr>
<td>2.20 HISPANIC MEDIA VOLUME GROUPS</td>
</tr>
<tr>
<td><strong>4</strong> LIFESTYLE (DEMOGRAPHICS)</td>
</tr>
<tr>
<td>4.1 DEMOGRAPHICS (PERSONAL INFORMATION)</td>
</tr>
<tr>
<td>4.2 LOT SIZE</td>
</tr>
<tr>
<td>4.4 HEAD OF HOUSEHOLD DEMOGRAPHICS</td>
</tr>
<tr>
<td>4.6 CHILDREN IN HOUSEHOLD</td>
</tr>
<tr>
<td>4.7 ANYONE IN THIS HH EXPECTING A BABY?</td>
</tr>
<tr>
<td>4.8 CHILD CARE</td>
</tr>
<tr>
<td>4.9 RETIREMENT HOMES/ASSIST LIV FACIL/NURS (H)</td>
</tr>
<tr>
<td>4.10 ARMED FORCES</td>
</tr>
<tr>
<td>4.13 MEMBERSHIPS - BELONG TO</td>
</tr>
<tr>
<td>4.16 BUSINESS PURCHASING DECISIONS</td>
</tr>
<tr>
<td>4.18 GEOGRAPHIES</td>
</tr>
<tr>
<td>4.19 STATE CODES</td>
</tr>
<tr>
<td>4.33 EVENTS OF LIFE PERSONALLY EXPERIENCE</td>
</tr>
<tr>
<td>4.34 RECYCLING - DOES HOUSEHOLD RECYCLE?</td>
</tr>
<tr>
<td>4.35 REGISTERED TO VOTE</td>
</tr>
<tr>
<td>4.36 POLITICAL OUTLOOK</td>
</tr>
<tr>
<td><strong>5</strong> LIFESTYLE STATEMENTS</td>
</tr>
<tr>
<td>5.1 ADVERTISING OUTSIDE THE HOME</td>
</tr>
<tr>
<td>5.2 ATTITUDES/OPTIONS - ABOUT APPAREL</td>
</tr>
<tr>
<td>5.3 ATTITUDES/OPTIONS - ABOUT AUTOMOBILES</td>
</tr>
<tr>
<td>5.5 ATTITUDES/OPTIONS - DIET AND HEALTH</td>
</tr>
<tr>
<td>5.6 ATTITUDES/OPTIONS - ECONOMIC OUTLOOK</td>
</tr>
<tr>
<td>5.8 ATTITUDES/OPTIONS - ABOUT FOOD</td>
</tr>
<tr>
<td>5.9 ATTITUDES/OPTIONS - GENERAL</td>
</tr>
<tr>
<td>5.10 ATTITUDES/OPTIONS - ABOUT THE INTERNET</td>
</tr>
<tr>
<td>5.11 ATTITUDES/OPTIONS - LIFESTYLE/INTERNET</td>
</tr>
<tr>
<td>5.12 ATTITUDES/OPTIONS - MEDIA</td>
</tr>
<tr>
<td>5.14 ATTITUDES/OPTIONS - PERSONAL FINANCE</td>
</tr>
<tr>
<td>5.15 ATTITUDES/OPTIONS - HEALTH &amp; MEDICINE</td>
</tr>
<tr>
<td>5.16 ATTITUDES/PRODUCT PLACEMENT</td>
</tr>
<tr>
<td>5.17 ATTITUDES/OPTIONS - ABOUT SHOPPING</td>
</tr>
<tr>
<td>5.18 ATTITUDES/OPTIONS - SOCIAL INTERACTION</td>
</tr>
<tr>
<td>5.19 ATTITUDES/OPTIONS - TECHNOLOGY</td>
</tr>
<tr>
<td>5.20 ATTITUDES/OPTIONS - TRAVEL</td>
</tr>
<tr>
<td>5.21 CONSUMER CONFIDENCE</td>
</tr>
<tr>
<td>5.22 PSYCHOGRAPHIC SCALES</td>
</tr>
<tr>
<td>5.23 SELF-CONCEPTS</td>
</tr>
<tr>
<td>5.24 SHOPPING BEHAVIOR</td>
</tr>
<tr>
<td>5.25 VIDEO GAMES AND YOU</td>
</tr>
<tr>
<td><strong>7</strong> COMPUTERS/INTERNET</td>
</tr>
<tr>
<td>7.1 COMPUTER PERIPHERALS &amp; ACCESSORIES</td>
</tr>
<tr>
<td>7.3 INTERNET ADVERTISING</td>
</tr>
<tr>
<td>7.4 INTERNET PHONE (VOICE OVER IP)</td>
</tr>
<tr>
<td>7.5 INTERNET USAGE AT HOME/EXCLUDING E-MAIL</td>
</tr>
<tr>
<td>7.6 INTERNET USAGE AT WORK/EXCLUDING E-MAIL</td>
</tr>
<tr>
<td>7.8 ONLINE/INTERNET COMPUTER SERVICES</td>
</tr>
<tr>
<td>7.9 ONLINE ACTIVITIES</td>
</tr>
<tr>
<td>7.11 PERSONAL COMPUTERS AT HOME</td>
</tr>
<tr>
<td>7.12 PERSONAL COMPUTERS AT HOME (PERSONAL)</td>
</tr>
<tr>
<td>7.13 PERSONAL COMPUTERS - AT WORK</td>
</tr>
<tr>
<td>7.14 PLANNED COMPUTER PURCHASE</td>
</tr>
<tr>
<td>7.15 SOFTWARE</td>
</tr>
<tr>
<td>7.16 WEB APPLICATIONS</td>
</tr>
<tr>
<td>7.17 WEB SITES/SEARCH ENGINES</td>
</tr>
</tbody>
</table>
8 PRINT MEDIA
8.1 MAGAZINES
8.4 MAGAZINE GROUPS
8.5 PUBLICATION TYPES
8.6 TOTAL MAGAZINES READ
8.7 NATIONAL NEWSPAPERS
8.8 NEWSPAPERS - TOTALS
8.9 NEWSPAPER SECTION READERSHIP
8.10 YELLOW PAGES - MEDIA
9 CABLE/TELEVISION/RADIO
9.2 CABLE TELEVISION & PREM CHANNELS
9.3 CABLE TV/SATELLITE PREMIUM CHANNELS
9.4 VIDEO-ON-DEMAND (VOD)
9.5 TV DAYPARTS - TOTAL VIEWING
9.6 TV DAYPARTS - ENGLISH NETWORKS
9.7 TV DAYPARTS - SPANISH NETWORKS
9.8 TV DAYPARTS - ANY ENG OR SPAN NETWORK
9.9 TV - TIME SPENT VIEWING
9.10 TV SHOWS - VIEWED YESTERDAY
9.11 TV SHOWS - VIEWED PAST 7 DAYS
9.12 TV SHOWS - VIEWED FULL ATT
9.13 TV SHOWS - VIEWED YESTERDAY MOST ATT
9.14 TV SHOWS - FREQUENCY OF VIEWING
9.15 TV SHOWS SPORTS/REG/SEASONL-VIEW LST 12
9.16 TV SHOWS SPORTS/REG/SEASONL-VW LST 12M-F
9.17 TV SHOWTYPES VIEWED
9.18 TV PROGRAM INFORMATION
9.19 TV - SPECIAL PROGRAMS & SPECIAL EVENTS
9.20 TV - SPECIAL SPORTS EVENTS & SPORT SHOW
9.21 TV - SPORTS EVENTS
9.22 TELEVISION HOME SHOPPING CHANNELS
9.23 LOCAL TV NEWS
9.24 RADIO LISTENING BY DAYPART
9.25 RADIO TIME SPENT LISTENING
9.26 RADIO FORMATS - CUME AUDIENCE
9.27 RADIO NETWORKS/REPS/SHOWS-CUME AUD
9.28 MUSIC CHOICE
9.29 SATELLITE RADIO
10 INTERMEDIA
10.2 MEDIA VOLUME GROUPS
10.4 TERCILE VOLUME GROUPS
11 ENTERTAINMENT/LEISURE
11.1 BOOKS
11.2 CASINO GAMBLING
11.3 COLLECTING & COLLECTIBLES
11.4 GAMES & TOYS
11.5 LEISURE ACTIVITIES/HOBBIES
11.6 LIVE THEATER/CONCERTS/DANCE
11.8 MOVIES
11.9 PHYSICAL FITNESS PROGRAMS
11.11 SPORTS & FITNESS
11.12 SPORTS INTERESTS
11.13 STATE LOTTERY
11.14 THEME PARKS
12 TRAVEL
12.1 CRUISE SHIP VACATION
12.2 FUTURE CRUISE SHIP VACATION
12.3 DOMESTIC TRAVEL LAST 12 MONTHS
12.4 FOREIGN TRAVEL LAST 3 YEARS
12.5 FREQUENT FLYER PROGRAM
12.6 HOTELS & MOTELS
12.7 PASSPORTS
12.8 PUBLIC TRANSPORTATION
12.9 TRAVEL AGENT SERVICES
12.10 TRAVELERS CHEQUES
12.11 WEEKLY TRAVEL-DAY BY DAY-PERSONAL
12.13 TRAVEL
13 FOOD - BAKING
13.1 BAKING CHIPS & PIECES
13.2 DRY BROWNIE MIXES
13.3 DRY CAKE MIXES (NOT CAKE FLOUR)
13.4 FLOUR
13.5 FROSTING (STORE BOUGHT)
13.6 OTHER BAKING MIXES INCLUDING BREAD MIXES
13.7 PACKAGED PIE CRUSTS (STORE-BOUGHT)
14 FOOD - CONDIMENTS
14.1 BARBECUE,MARINADES & SEASONING SAUCES
14.2 CATSUP/KETCHUP
14.3 DRY MIX SALAD DRESSING
14.4 GRAVY AND SAUCE MIXES
14.5 JAMS, JELLIES & PRESERVES
14.6 MARGARINE/MARGARINE SPREAD
14.7 MAYONNAISE/MAYO-TYPE SALAD DRESSING
14.8 MUSTARD
14.9 PANCAKE & TABLE SYRUP
14.10 PIZZA SAUCE
14.11 PREPARED SALAD DRESSING
14.12 SALAD OR COOKING OIL
14.13 SEASONINGS/SPICES
14.14 SPAGHETTI/PASTA SAUCE (JARS/CANS)
14.15 SUGAR SUBSTITUTE/ARTIFICIAL SWEETENERS/HYPOCALORIC
14.16 WHIPPED TOPPING (CREAM TYPE)
14.17 WHITE GRANULATED SUGAR
### 15 FOOD - DAIRY

15.1 American Pasteurized Processed Cheese  
15.2 Butter  
15.3 Cottage Cheese  
15.4 Cream Cheese  
15.5 Grated Cheese (In Shaker, Can or Jar)  
15.6 Natural/Imported Cheese (Non-Processed)  
15.7 Non-Dairy Cream Substitutes  
15.8 Sour Cream  
15.9 Spread Cheese  
15.10 Yogurt (Not Bought Frozen)

### 16 FOOD - FROZEN

16.1 Frozen Breakfast Entrees/Sandwiches  
16.2 Frozen Complete Dinners (TV Dinners)  
16.3 Frozen Dessert Cakes, Pastries & Pies  
16.4 Frozen Fried Chicken  
16.5 Frozen Hot Snacks  
16.6 Frozen Main Courses (Casseroles/Entrees)  
16.7 Frozen Novelty Treats  
16.8 Frozen Pizzas (Bought Frozen)  
16.9 Frozen Potato Products  
16.10 Frozen Prepared Seafood  
16.11 Frozen Vegetables (Excluding Potatoes)  
16.12 Frozen Waffles, Pancakes, French Toast  
16.13 Frozen Yogurt (Bought Frozen)

### 17 FOOD - GENERAL

17.1 Baby Foods, Baby Cereals & Juices  
17.2 Bagels  
17.3 Bagged or Packaged Salads  
17.4 Bread  
17.5 Bread Crumb, Coating & Stuffing Mixes  
17.6 Breakfast Cereals Cold  
17.7 Breakfast Cereals Hot  
17.8 Breakfast Pastries  
17.9 Canned or Jarred Fruit  
17.10 Canned Milk  
17.11 Canned or Jarred Soup & Broth  
17.12 Canned or Jarred Spaghetti & Macaroni  
17.13 Canned Tomatoes, Tomato Sauce & Paste  
17.14 Canned or Jarred Vegetables  
17.15 Chili  
17.16 Complete Packaged Prepared Dishes/Dinners  
17.17 Croissants  
17.18 Dry Packaged Pasta  
17.19 Dry Pancake/Waffle Mix (Store-Bought)  
17.20 Dry Soup/Lunch Mix & Dry Bouillon  
17.21 Eggs  
17.22 English Muffins  
17.23 Fresh Produce  
17.24 Fresh Refrigerated Potato Products  
17.25 Liquid/Powdered Baby Formula  
17.26 Liq/Pow Nutritional Supp/Liq Breakfast  
17.27 Low Fat/Fat Free Products  
17.28 Mexican Food & Ingredients  
17.29 Non-Stick Cooking Spray  
17.30 Nuts for Cooking & Snacks  
17.31 Packaged Instant Potatoes  
17.32 Packaged Muffins (Ready-To-Eat)  
17.33 Peanut Butter  
17.34 Pickles  
17.35 Pizza Crust (Packaged Ready Made)  
17.36 Pork & Beans or Baked Beans  
17.37 Prepared Lunch Kits  
17.38 Refrigerated/Frozen Dough Products  
17.39 Rice/Rice Dishes  
17.40 Shelf-To-Microwave Dinners/Entree/Soup  
17.41 Shortening

### 18 FOOD - MEAT

18.2 Bacon  
18.4 Cold Cuts (Packaged or Fresh Cut/Deli)  
18.5 Frankfurters & Hot Dogs  
18.6 Fresh Bratwurst  
18.7 Meat Alternatives  
18.8 Meat & Fish Extenders  
18.9 Meat, Fish & Poultry (Fresh - Frozen)  
18.10 Meat Snacks & Beef Jerky  
18.11 Sausages  
18.13 Tuna (Can or Pouch)

### 19 FOOD - SNACK/DESSERT

19.1 Breath Mints/Strips  
19.3 Chewing Gum/Bubble Gum  
19.4 Chocolate & Hard Roll Candy  
19.5 Cookies (Ready-To-Eat)  
19.6 Corn & Tortilla Chips & Cheese Snacks  
19.7 Dips for Snacks/Vegetables (Store-Bought)  
19.8 Donuts/Doughnuts  
19.9 Energy/Diet Snacks & Bars  
19.10 Flavored Gelatin Desserts  
19.11 Ice Cream & Sherbet  
19.12 Nutritional Snacks-Granola, Fruit, Etc  
19.13 Popcorn Products  
19.14 Potato Chips  
19.15 Pretzels  
19.16 Pudding  
19.17 Snack Cakes (Ready-To-Eat)  
19.18 Snack Crackers, Saltines, Graham Cracker  
19.19 Toaster Pastries  
19.20 Other Snacks

### 20 BEVERAGES - ALCOHOLIC DRINKS

20.1 Beer - Ice  
20.2 Beer - Imported (Cans/Bottles)
20.3 BEER - LIGHT LOW CAL (CANS/BOTTLES)
20.4 BEER - MALT LIQUOR
20.5 BEER - MICROBREWED
20.6 BEER - NO ALCOHOL/LOW ALCOHOL (<2%)
20.7 BEER - REGULAR DOMESTIC (CANS/BOTTLES)
20.8 BLENDED WHISKEY OR RYE
20.9 BOURBON WHISKEY
20.10 BRANDY & ARMAGNAC
20.11 CANADIAN WHISKEY
20.12 CHAMPAGNE & SPARKLING WINE
20.13 COGNAC
20.14 COOLERS
20.15 CORDIALS & LIQUEURS
20.16 DOMESTIC DINNER/TABLE WINES
20.17 FLAVORED ALCOHOLIC BEVERAGES
20.18 GIN
20.19 IMPORTED DINNER/TABLE WINES
20.20 IRISH WHISKEY
20.21 PORT, SHERRY & DESSERT WINES
20.22 PREPARED COCKTAIL MIXES WITH LIQUOR
20.23 PREPARED COCKTAIL MIXES-NO LIQUOR
20.24 RUM
20.25 SCOTCH WHISKY
20.26 TEQUILA
20.27 VODKA

21 BEVERAGES - NON-ALCOHOLIC DRINKS
21.1 COFFEE DRINKS (READY TO DRINK)
21.2 DIET OR SUGAR-FREE COLAS
21.3 ENERGY DRINKS
21.4 ESPRESSO/CAPPUCCINO
21.5 FROZEN ORANGE JUICE
21.6 GROUND OR WHOLE BEAN COFFEE
21.7 ICED TEA (READY TO DRINK)
21.8 INSTANT COFFEE
21.9 INSTANT HOT COCOA MIX
21.10 INSTANT ICED TEA MIX
21.11 INTERNATIONAL FLAVORED INSTANT COFFEE(H
21.12 MILK (LIQ IN BOTTLES/CARTONS)
21.13 MILK FLAVORINGS
21.14 NON-CARBONATED BOTTLED SPRING WATER
21.15 ORANGE JUICE BOTT/CANS/CARTONS
21.16 OTHER CARBONATED (NON-COLA) DIET DRINKS
21.17 OTHER FRUIT JUICES/DRINKS
21.18 OTHER REG CARB (NON-COLA) DRINKS
21.19 POWDERED SOFT DRINKS (ADD WATER)
21.20 REGULAR COLA (NOT DIET)
21.21 REGULAR TEA (IN BAGS/PACKAGES)
21.22 SPARKLING WATER/SELTZERS/NATURAL SODAS
21.23 THIRST QUENCHER AND SPORTS/ACTIV DRINKS
21.24 TOMATO & VEGETABLE JUICES

22 DAILY ACTIVITY
22.1 DAY OF THE WEEK
22.2 DAILY ACTIVITIES-6:00-6:59 AM
22.3 DAILY ACTIVITIES-7:00-7:59 AM
22.4 DAILY ACTIVITIES-8:00-8:59 AM
22.5 DAILY ACTIVITIES-9:00-9:59 AM
22.6 DAILY ACTIVITIES-10:00-10:59 AM
22.7 DAILY ACTIVITIES-11:00-11:59 AM
22.8 DAILY ACTIVITIES-12:00-12:59 PM
22.9 DAILY ACTIVITIES-1:00-1:59 PM
22.10 DAILY ACTIVITIES-2:00-2:59 PM
22.11 DAILY ACTIVITIES-3:00-3:59 PM
22.12 DAILY ACTIVITIES-4:00-4:59 PM
22.13 DAILY ACTIVITIES-5:00-5:59 PM
22.14 DAILY ACTIVITIES-6:00-6:59 PM
22.15 DAILY ACTIVITIES-7:00-7:59 PM
22.16 DAILY ACTIVITIES-8:00-8:59 PM
22.17 DAILY ACTIVITIES-9:00-9:59 PM
22.18 DAILY ACTIVITIES-10:00-10:59 PM
22.19 DAILY ACTIVITIES-11:00-11:59 PM
22.20 DAILY ACTIVITIES-12:00-5:59AM

23 DINING
23.1 FAMILY RESTAURANTS & STEAK HOUSES
23.2 FAST FOOD & DRIVE-IN RESTAURANT

24 APPAREL
24.1 CHILDREN'S CLOTHING
24.2 DISPOSABLE DIAPERS AND TRAINING PANTS(H
24.3 JEANS
24.4 LICENSED COLLEGE/PROFESS SPORTS CLTHN
24.5 MEN'S APPAREL & ACCESSORIES
24.6 SNEAKERS/ATHLETIC SHOES/SPORTS SHOES
24.9 WATCHES
24.10 WOMEN'S APPAREL & ACCESSORIES
24.11 WOMEN'S LINGERIE

25 SHOPPING
25.1 CATALOGS
25.2 CENTS-OFF COUPONS
25.3 CONVENIENCE STORES
25.5 DEPT/DISC/CHILD TOY/CLOTH/FT WEAR STORE
25.6 DRUG STORES
25.7 FOOD SHOPPING
25.8 GREETING CARDS - PURCHASE LST 3 MONTHS
25.9 GROCERY SHOPPING EXPENDITURES
25.10 HOME ELECTRONICS STORES
25.11 HOME FURNISHING & HOUSEWARE STORES
25.12 HOME IMPROVEMENT STORES
25.13 INCENTIVE OFFERS(FROM PRODUCT MNFCTRS
25.14 MAIL, PHONE, & INTERNET ORDER
25.15 OFFICE SUPPLY/COMPUTER STORES
25.16 OTHER SHOPPING (EXCLUDING FOOD)
25.17 OVERNIGHT DELIVERY
25.18 PRIMARY SHOPPER GENDER
25.19 PURCHASES MADE WITHIN DEPT/DISC STORES
25.20 PURCHASING DECISIONS
25.21 PURCHASE INFLUENCE
25.22 SHOPPING MALLS
25.23 SPORTING GOODS
25.24 STRIP MALLS
25.25 SUPERMARKETS AND FOOD STORES
25.27 YELLOW PAGES

26 HEALTH AND BEAUTY AIDS
26.1 AFTER SHAVE/COLOGNE
26.6 BABY OIL & BABY LOTION
26.7 BABY/CHILDREN'S SHAMPOO
26.8 BABY WASH & BATH PRODUCTS
26.9 BAR SOAP
26.10 BLUSHER
26.11 BODY AND BABY POWDER
26.12 BODY WASH
26.13 CONDOMS
26.14 CONTACT LENS CLEANING SOLUTIONS
26.15 DENTAL FLOSS
26.16 DENTURE CLEANERS
26.17 DEODORANTS & ANTI-PERSPIRANTS
26.18 WATCHING YOUR DIET (FOR HEALTH OR WEIGHT)
26.19 DISPOSABLE RAZORS/SHAVERS
26.20 ELECTRIC & BATTERY SHAVERS
26.21 EYE DROPS & EYE WASH (NON-PRESCRIPTION)
26.22 EYE SHADOW/EYE LINER/EYE BROW PENCIL
26.23 FACIAL CLEANS/MEDICATED PRODS/TONERS
26.24 FOUNDATION MAKE-UP
26.25 HAIR COLORING PRODS (FOR USE AT HOME)
26.26 HAIR CONDITIONER/TREATMENT (USE AT HOME)
26.27 HAIR REMOVAL (BLEACH, DEPILATORS, WAXING)
26.28 HAIR SPRAY (MEN'S AND WOMEN'S)
26.29 HAIR STYLING CREAMS, GELS, LOTIONS
26.30 HOME PERMANENTS & RELAXERS
26.32 HOME PREGNANCY TESTS
26.34 LIPSTICK & LIP GLOSS
26.35 LIQUID HAND SOAP
26.36 Mascara
26.37 MOISTURIZERS/CREAMS/LOTIONS
26.38 MOUTHWASH/DENTAL RINSE
26.39 MENSTRUAL & PRE-MENSTRUAL PAIN
26.40 NAIL POLISH
26.41 PANTILINERS/SHIELDS
26.42 PERFUME, COLOGNE & TOILET WATER
26.43 PRE-MOISTENED CLEANSING WIPES/CLOTHS
26.44 RAZOR BLADES (FOR NON-DISP SHAVERS)
26.45 SANITARY PADS & NAPKINS
26.46 SHAMPOO (FOR USE AT HOME)

26.47 SHAVING CREAM OR GEL
26.48 SUNTAN/SCREEN & SUNLESS PRODUCTS
26.49 TAMPONS
26.50 TOOTHPICKS (POWER)
26.51 TOOTHPICKS (MANUAL)
26.52 TOOTHPASTE
26.53 TOOTH WHITENERS

27 MEDICINE/DRUGS/AILMENTS
27.1 AILMENTS
27.2 CHILDREN'S COUGH/COLD PRODS (NON-PRESCRIPTION)
27.3 CHLDRN'S FEV REDUCE/PAIN RELV (NON-PRESCRIPTION)
27.4 COLD/ALLERGY/Sinus REMEDIES (NON-PRESCRIPTION)
27.5 COUGH SYRUP (NON-PRESCRIPTION)
27.6 FIRST AID BND/TPCL ANTIBTC RMDIES (NON-PRESCRIPTION)
27.7 HEADACHE & PAIN RELIEVERS (NON-PRESCRIPTION)
27.8 HEARTBURN/INDIGESTION AIDS/ANTI-NAUSEA
27.9 LASIK EYE SURGERY
27.10 LAXATIVES (NON-PRESCRIPTION)
27.11 PAIN RELIEVING RUBS/LIQDS/WRAPS (NON-PRESCRIPTION)
27.12 PRESCRIPTION DRUGS
27.13 PRESCRIPTION EYEGASSES & CONTACTS
27.14 SORE THROAT PRODUCTS (NON-PRESCRIPTION)
27.16 VITAMIN/MINERAL TABS/CAPS/LIQUID (NON-PRESCRIPTION)
27.17 YEAST INFECTION PRODUCTS

28 TOBACCO
28.1 CIGARETTES
28.2 OTHER TOBACCO PRODUCTS
28.3 ANTI-SMOKING PRODUCTS

29 TELECOM
29.2 CELLULAR/WIRELESS PHONES
29.3 COLLECT CALLS
29.5 CUSTOM TELEPHONE SERVICES
29.7 LOCAL TELEPHONE USAGE
29.8 LONG DISTANCE TELEPHONE USE (IN/OUT U.S.)
29.11 PURCHASING SERVICES TOGETHER
29.12 TELEPHONE CREDIT CARD/PREP'D CALLING CARD
29.13 TELEPHONE EQUIPMENT

30 FINANCIAL SERVICES
30.1 ATM/DEBIT CARD
30.2 BANKING & INVESTMENTS
30.3 BANKS AND OTHER FINANCIAL INSTITUTIONS
30.4 CONTRIBUTIONS
30.5 CREDIT CARDS
30.6 CREDIT MONITORING
30.7 DEBIT CARDS
30.8 HEALTH/LIFE INSURANCE
30.9 LOANS
30.10 PAYING YOUR BILLS
30.11 SENDING MONEY
30.12 MUTUAL FUND - BROKERAGE ACCOUNTS
30.13 OTHER INSURANCE (EXC AUTO & ALL OTHERS)
30.14 PROPERTY & VEHICLE INSURANCE
30.15 TAX PREPARATION
30.16 TYPE OF INVESTMENT
32 HOUSEHOLD PRODUCTS
32.1 AIR FRESHENER SPRAYS/ROOM DEODORIZERS
32.2 ALUMINUM FOIL
32.3 CHARCOAL
32.4 DISPOSABLE CUPS & PLATES
32.5 DISPOSABLE FOOD STORAGE CONTAINERS
32.6 FACIAL TISSUES
32.7 FURNITURE POLISH
32.8 LIGHT BULBS
32.9 PAPER NAPKINS
32.10 PAPER TOWELS
32.11 PLASTIC FRZ SANDWICH/FOOD STORGE BAG
32.12 PLASTIC GARBAGE BAG/TRASH CAN LINER
32.13 PLASTIC-TYPE KITCHEN WRAP
32.14 SPRAY STARCH
32.15 TOILET PAPER
34 CLEANING PRODUCTS
34.1 ABRASIVE CLEANERS & SCOURING POWDERS
34.2 AUTOMATIC DISHWASHING DETERGENT/RINSE
34.4 BLEACH
34.5 DISHWASHING LIQUID (NOT AUTO DISHWASH)
34.6 DRAIN CLEANERS
34.7 FABRIC SOFTENERS
34.8 FLOOR WAX OR POLISH
34.9 HOUSEHOLD CLEANERS (INC MOLD/MILDW RMV)
34.10 HOUSEHOLD CLEAN DISP WIPES/FLOOR CLN
34.11 IN-BOWL TOILET BOWL CLEANERS
34.12 IN-TANK TOILET BOWL CLEANERS
34.13 LAUNDRY BOOSTER,PRE-SOAK,PRE-CLEANERS
34.14 LAUNDRY SOAPS & DETERGENTS
34.16 METAL POLISHES & METAL CLEANERS
34.17 OVEN CLEANERS
34.18 RUG CLEANERS & SHAMPOOS
34.19 RUG DEODORIZERS/FRESHENERS
34.20 SCOURING PADS/SPONGES
34.21 WINDOW & GLASS CLEANERS
38 PETS & PET FOOD
38.1 CANNED CAT FOOD
38.2 CANNED DOG FOOD
38.3 CAT BOX FILLER/LITTER
38.5 CAT TREATS OR SNACKS
38.6 DOG BISCUITS OR TREATS
38.8 FLEA & TICK CARE PRODUCTS
38.9 HEARTWORM CONTROL
38.10 PACKAGED DRY CAT FOOD
38.11 PACKAGED DRY DOG FOOD
38.12 PACKAGED MOIST CAT FOOD
38.13 PACKAGED MOIST DOG FOOD
38.14 PET FOOD SUPPLEMENT/VITAMINS-HH USES?
38.15 PET SUPPLIES
38.16 YOUR PETS
40 HOME IMPROVEMENT
40.1 EXTERIOR PAINTING
40.4 HOME IMPROVEMENTS
40.8 INTERIOR & EXTERIOR HOME REMODELING
40.9 INTERIOR PAINTING
40.11 INTERIOR/EXTERIOR STAINING
40.14 PROFESSIONAL EXTERMINATOR/PEST CONTRL
40.15 WORKSHOP EQUIPMENT
42 HOME FURNISHINGS & APPLIANCES
42.1 BEDDING, BATH & LINENS
42.5 HH APPLIANCES/DURABLES
42.6 HOUSEHOLD FURNISHINGS
42.7 HH FURNISHINGS & BEDDING, BATH & LINEN
42.8 KITCHEN APPLIANCES
42.10 WATER FILTRATION SYSTEMS
44 LAWN & GARDEN
44.1 INSECTICIDES
44.4 LAWN & GARDEN EQUIPMENT
44.5 SEEDS, BULBS, & FERTILIZERS
45 ELECTRONICS
45.1 BATTERIES
45.2 BLANK CDS/DVDS FOR BURNING
45.3 CAMCORDER/VEDIO CAMERAS
45.4 CAMERA OWNERSHIP AND PURCHASE
45.5 DIGITAL PHOTO PRINTING
45.6 DISPOSABLE/THROWAWAY CAMERAS
45.7 DVD PLAYERS & RECORDERS
45.8 DVDS AS GIFTS
45.9 DVDS/HIGH-DEFINITION DISCS (BLU-RAY)
45.10 DVRS (DIGITAL VIDEO RECORDERS)
45.11 FACSIMILE (FAX)-AT HOME
45.12 FUTURE ELECTRONIC PURCHASES
45.13 HOME THEATER EQUIPMENT
45.14 PORTABLE MP3 PLAYERS/DIGITAL MEDIA PLAYER
45.15 PLANNED PORTABLE MP3 PLAYER/DIGITAL MEDIA PRC
45.16 MUSIC
45.17 PDA (PERSONAL DIG. ASST/HAND HELD ORG)
45.18 STEREO COMPACT DISC PLAYING EQUIP/RADIO
45.19 TELEVISION SETS
45.20 UNIVERSAL REMOTE CONTROL
45.21 VCRS (VIDEO CASSETTE RECORDERS)
45.24 VCRS/DVRS-FAST FRWD SKIP COMMERCIALS
45.26 VIDEO GAMES
### 48 AUTOMOTIVE

- **48.1** VEHICLES - OWNED OR PERSONALLY LEASED (H)
- **48.3** NUMBER OF VEHICLES IN HOUSEHOLD
- **48.4** TYPE OF VEHICLE
- **48.5** MAKE OF VEHICLE
- **48.6** MODEL YEAR
- **48.7** DOMESTIC VEHICLES - MAKE/MODEL
- **48.11** FOREIGN VEHICLES - MAKE/MODEL
- **48.16** ATVS/THREE-WHEELERS/FOUR-WHEELERS
- **48.17** AUTOMOBILE FEATURES
- **48.18** AUTOMOTIVE CLUB
- **48.19** AUTOMOTIVE MAINTENANCE/REPAIR SERVICE (H)
- **48.20** AUTOMOTIVE RETAIL STORES
- **48.21** AUTOMOTIVE SERVICES
- **48.22** CAR ACQUIRED - NEW/USED?
- **48.23** DRIVER'S LICENSE
- **48.24** MOTORCYCLE DRIVER'S LICENSE
- **48.25** FINANCE/LEASE LENGTH
- **48.26** GASOLINE AND DIESEL FUEL
- **48.27** MOTOR OIL
- **48.30** MOTORCYCLES
- **48.34** MUFFLERS
- **48.35** NEXT VEHICLE PURCHASE
- **48.36** PURCHASE METHOD
- **48.37** TIRES
- **48.38** VEH PURCHASE OR LEASE - INFO SOURCES
- **48.39** VEH PURCHASE OR LEASE - TOTAL AMNT SPNT
- **48.40** VEHICLE VOLUMES
- **48.41** VEHICLE VOLUMES BY ORIGIN
- **48.42** BOATS