



6/22/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
LAWN & GARDEN	BOUGHT OTHER LAWN AND GARDEN POWER EQUIPMENT DURING LAST 12 MONTHS	135	119
	BOUGHT OTHER LAWN AND GARDEN HAND EQUIPMENT DURING LAST 12 MONTHS	76	86
	BOUGHT OTHER POWER MOWER (WALK BEHIND) (LAWN AND GARDEN HAND EQUIPMEI	82	82
	BOUGHT YARD TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 M	78	79
	BOUGHT FLOWER SEEDS/BULBS DURING LAST 12 MONTHS	71	73
	BOUGHT VEGETABLE SEEDS/PLANTS DURING LAST 12 MONTHS	67	68
	BOUGHT VEGETABLE/FLOWER GARDEN FERTILIZER DURING LAST 12 MONTHS	69	71
	BOUGHT FLOWER PLANTS DURING LAST 12 MONTHS	71	73
	BOUGHT LAWN SEEDS DURING LAST 12 MONTHS	66	69
	BOUGHT TREES/SHRUBS DURING LAST 12 MONTHS	56	63
	BOUGHT LAWN/GARDEN INSECTICIDES DURING LAST 12 MONTHS	69	73
	BOUGHT LAWN FERTILIZER DURING LAST 12 MONTHS	67	72
	BOUGHT LAWN WEED KILLER DURING LAST 12 MONTHS	71	75
	BOUGHT NONE OF THESE SEEDS, BULBS AND FERTILIZERS DURING LAST 12 MONTHS	142	138
	BOUGHT HOUSE PLANT FOOD/FERTILIZER DURING LAST 12 MONTHS	78	79
	BOUGHT ORGANIC INSECTICIDES DURING LAST 12 MONTHS	66	68
	BOUGHT COMPOSTING MATERIAL DURING LAST 12 MONTHS	65	69
	OWN LAWN AND GARDEN EQUIPMENT	77	79
	BOUGHT GARDEN TILLER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 M	58	62
	BOUGHT GARDEN TRACTOR (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 1:	44	47
	BOUGHT RIDING/TRACTOR-TYPE LAWN MOWER (LAWN AND GARDEN POWER EQUIPME	59	65
	BOUGHT FERTILIZER SPREADER (LAWN AND GARDEN POWER EQUIPMENT) DURING LA:	60	67
	BOUGHT EDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 M	83	90
	BOUGHT HEDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 I	82	88
	BOUGHT LEAF BLOWER OR VACUUM (LAWN AND GARDEN POWER EQUIPMENT) DURINC	68	73
	BOUGHT SNOW BLOWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 M	57	61
	BOUGHT SPREADER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	63	72
	BOUGHT CULTIVATOR (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTH	117	106
	BOUGHT EDGER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	87	82
	BOUGHT HOE (LAWN AND GARDEN POWER HAND EQUIPMENT) DURING LAST 12 MONTH	108	102
	BOUGHT PITCH FORK (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTH	62	59
	BOUGHT PRUNER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	103	105
	BOUGHT RAKE (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	77	77
	BOUGHT SHEARS (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	59	67
	BOUGHT SHOVEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	69	74
	BOUGHT TROWEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	68	75
	BOUGHT WHEEL BARROW (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MC	55	60
	HOUSEHOLD USES INSECTICIDES	97	97
	BOUGHT SEEDS, BULBS AND FERTILIZER DURING LAST 12 MONTHS	74	76
	BOUGHT TOTAL POWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MC	69	75

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
LIFESTYLE STATEMENTS	ATTITUDE ABOUT SHOPPING - ONLY GO SHPNG TO BUY SMTHNG REALLY NEED	89	90
	ATTITUDE ABOUT SHOPPING - WHEN I SHOP I VISIT A VARIETY OF STORES	110	108
	ATTITUDE ABOUT SHOPPING - I ONLY SHOP FAV STORES-HAVE BRNDS I LIKE	94	95
	ATTITUDE ABOUT SHOPPING - I RARELY GO SHOPPING	92	94
	ATTITUDE ABOUT SHOPPING - COUPONS DRAW ME TO STORES I DONT SHOP	92	94
	ATTITUDE ABOUT SHOPPING - FRIENDS OPNN OF STRE INFLNCS SHP THERE	95	96
	ATTITUDE ABOUT SHOPPING - EVEN WHEN DONT PURCHASE, ENJOY SHOPPING	110	108
	ATTITUDE ABOUT SHOPPING - FOR EXPENSIVE ITEMS,SHOP DIF STORE BEST PRICE	93	94
	ATTITUDE ABOUT SHOPPING - STORES ENVIRONMNT MAKE DIF WHETHER SHOP	93	95
	ATTITUDE ABOUT SHOPPING - NORMALLY ONLY SHOP STORES LOCATED NEARBY	92	93
	ATTITUDE ABOUT SHOPPING - WILL BUY FROM NON-SPC STRES BECSE PRICE	92	94
	ATTITUDE ABOUT SHOPPING - PREFER SHOPPING LOCAL STORES TO SHOPPING NATL	99	98
	ATTITUDE ABOUT SHOPPING - IM DRAWN TO STORES DONT SHOP BY SALES	103	103
	ATTITUDE ABOUT SHOPPING - IM USUALLY WILLING TO SHOP NEW STORES	97	98
	ATTITUDE ABOUT SHOPPING - ONLY SHOP FAV STRS BC KNOW KIND SRV RCV	95	95
	ATTITUDE ABOUT SHOPPING - PREFER BUY PRDT FR SPC STRE THAN NOT	98	98
	ATTITUDE ABOUT SHOPPING - I GO SHOPPING FREQUENTLY	104	104
	ATTITUDE ABOUT SHOPPING - I ESPECIALLY ENJOY SHPPNG W/OPPOSITE SEX	108	107
	ATTITUDE ABOUT SHOPPING - USUALLY FRST AMNG FRNDS SHOP NEW STORE	108	108
	ATTITUDE ABOUT SHOPPING - I PLAN FAR AHEAD TO BUY EXPENSIVE ITEMS	88	91
	ATTITUDE ABOUT SHOPPING - PREFER SHOPPING SPC STORE BECAUSE EMPLOYEES K	92	95
	ATTITUDE ABOUT SHOPPING - I SHOP FAVORITE STORES BECAUSE CONV LOC	94	95
	ATTITUDE ABOUT SHOPPING - I PREFER TO GO TO SHOPPING ALONE	97	98
	ATTITUDE ABOUT SHOPPING -I USE INTRNT TO HELP PLAN SHOPPING TRIPS	85	93
	ATTITUDE ABOUT SHOPPING - WHEN SHOPPING, I GET WHAT NEED AND LEAVE	94	94
	ATTITUDE ABOUT SHOPPING - TEND TO SPND LNG PRDS TIME STORE BROWSG	106	106
	ATTITUDE ABOUT SHOPPING - WILL TRAVEL 1+ HOUR TO SHOP FAVORITE STORE	113	111
	ATTITUDE ABOUT SHOPPING - PRFR SHPPNG SPC STRS BC TND CRRY BST BR	109	111
	ATTITUDE ABOUT SHOPPING - I PREFER TO SHOP WITH MY FRIENDS	106	104
	ATTITUDE ABOUT SHOPPING - HEAD RIGHT TO CLRNC RCK WHN ENTR A STRE	97	99
	ATTITUDE ABOUT SHOPPING - I TEND TO BUY THINGS SPUR OF THE MOMENT	106	106
	ATTITUDE ABOUT SHOPPING - WILL TRAVEL 1+ HR FOR FACTORY OUTLET STORES	112	112
	ATTITUDE ABOUT SHOPPING - WHEN SHPPNG W/OTHERS,PREFER SPLITTING UP	96	97
	ATTITUDE ABOUT SHOPPING - ONLY SHOP FAV STORES BECAUSE LIKE PRICE	101	101
	ATTITUDE ABOUT SHOPPING - OFTEN GO OUT OF MY WAY TO FIND NEW STORES	119	116
	ATTITUDE ABOUT SHOPPING - PRICE NOT MOST IMP FCTR,GET WHAT I WANT	99	99
	ATTITUDE ABOUT SHOPPING - PRFR SHPPNG SPC STRS BC CRRY MORE BRNDS	110	111
	ATTITUDE ABOUT SHOPPING - I PREFER TO SHOP WITH MY FAMILY	97	96
	ATTITUDE ABOUT SHOPPING - I HOLD OUT ON BUYING THINGS UNTIL SALE	93	94
	ATTITUDE ABOUT SHOPPING - I REALLY ENJOY ANY KIND OF SHOPPING	111	109
	ATTITUDE ABOUT SHOPPING - BUY GOODS PRODCD BY OWN COUNTRY WHEN CAN	88	88
	ATTITUDE ABOUT SHOPPING - I SPEND LOT MONEY ON TOILTRIES/COSMETICS	118	117
	ATTITUDE (TRAVEL) - FRIENDS ASK MY ADVICE BUY ELCTRNC EQUIP	102	104
	HIGH CONSUMER CONFIDENCE 8	106	110
	HIGH PURCHASE PROPENSITY 8	127	121
	ATTITUDE (TRAVEL) - PREFER TRAVEL THE US OPPOSED TO FOREIGN	98	97
	ATTITUDE (TRAVEL) - I LOVE THE IDEA OF TRAVELING ABROAD	95	99
	ATTITUDE (HI-TECH) - IM 1ST OF FRIENDS TO HAVE NEW ELECTRONIC EQUIP	113	116
	ATTITUDE (HI-TECH) - I LIKE INFO ABOUT ELECTRONIC ITEM BEFORE BUY	96	98
	ATTITUDE (HI-TECH) - I SHOP FOR BEST DEAL IN ELECTRONIC EQUIP	95	97
	ATTITUDE (HI-TECH) - FRIENDS ASK MY ADVICE BUY ELCTRNC EQUIP	105	108
	ATTITUDE (HI-TECH) - LIKE TO LEARN ABOUT COMPUTER TECH/WEB	98	100
	ATTITUDE (HI-TECH) - LOVE TO BUY NEW GADGETS AND APPLIANCES	101	103
	NOTICE BRAND NAME PRODUCT PLACEMENT WHEN WATCHING TV	123	122
	REMEMBER BRAND NAME PRODUCTS USED IN FAVORITE TV SHOW	140	137
	DONT MIND BRAND NAME PRODUCT PLACEMENT IN TV SHOWS	113	111
	HATE BRAND NAME PRODUCT PLACEMENT IN TV SHOWS FOR COMMERCIAL PURPOSES	95	95
	NOTICE BRAND NAME PRODUCT PLACEMENT WHEN WATCHING MOVIES	111	112
	DONT MIND BRAND NAME PRODUCT PLACEMENT IN MOVIES	113	111
	HATE BRAND NAME PRODUCT PLACEMENT IN MOVIES FOR COMMERCIAL PURPOSES	87	89
	I LIKE WEBSITES THAT PROTECT MY PRIVACY	89	92
	I LIKE WEBSITE THAT SHOW ME LOCAL INFO	90	93
	I GO TO WEBSITES I HAVE NEVER BEEN TO BEFORE	95	98
	I GET MORE OF MY NEWS FROM THE INTERNET	87	93
	I LIKE TO LOOK FOR NEW/INTERESTING WEBSITES	99	101
	I DO MORE SHOPPING ON THE INTERNET THAN BEFORE	75	83
	I RETURN TO SITES THAT MAKE IT EASY TO FIND/NEED	86	91
	I TRUST INFO ON WEBSITES THAT I HAVE HEARD ABOUT	84	89
	I LIKE TO HEAR ABOUT PRODUCTS/SERVICES BY EMAIL	102	103
	I RARELY GET SICK	93	95
	I ALWAYS LOOK FOR MOST ADVANCED MEDS AVAILABLE	110	109
	OTHER STORE BRANDS WORK LIKE ADVANCED BRANDS	91	93
	AT FIRST SIGN OF PAIN, I TAKE MEDICINE	106	105
	I HAVE REGULAR MEDICAL CHECK-UPS	98	98
	I OFTEN EXAMINE INGREDIENTS LIST ON OTHER MEDICINES	101	100
	IMPORTANT TO GO TO DOCTOR WHEN IM ILL	104	104
	I ALWAYS DO WHAT MY DOCTOR TELLS ME TO	98	98
	I ONLY USE DRUG BRANDS RECOMM BY DOCTOR	102	101
	PREFER ALTERNATIVE MEDICINE TO STANDARD MEDICAL PRACTICES	97	97

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	I RARELY TELL DR ABOUT OTHER MEDICINES I TAKE	92	95
	I GATHER HEALTH INFORMATION FROM DOCTOR	97	98
	MEDICATION HAS MADE MY LIFE BETTER	99	97
	IF ADVANCED DRUG IS NOT DOCTOR RECOMMENDED THEN IT HAS NO INTEGRITY	102	101
	I GATHER HEALTH INFORMATION FROM WEBSITE	88	94
	I GATHER HEALTH INFORMATION FROM LIBRARY	109	109
	I GATHER HEALTH INFO FROM NEWSLETTERS	99	99
	I RELY ON DOCTOR TO GUIDE ME ON MEDICINE/HEALTH MATTERS	94	94
	I STICK WITH STYLES THAT HAVE STOOD TEST OF TIME	93	94
	COMFORT MOST IMPORTANT FACTOR IN CLOTHES I BUY	97	97
	IMPORTANT TO LOOK ATTRACTIVE TO OTHERS	94	96
	FASHION MAAZINES HELP DETERMINE CLOTHES I BUY	123	120
	I LIKET TO KEEP UP WITH THE LATEST FASHIONS	112	112
	EVERYTHING I WEAR IS THE HIGHEST QUALITY	103	104
	I SPEND MORE THAN I CAN AFFORD, FOR CLOTHES	113	111
	I ALWAYS LOOK FOR FAVORITE BRANDS FIRST	94	96
	I TRY TO INCLUDE PLENTY OF FIBER IN MY DIET	97	97
	I OFTEN SNACK BETWEEN MEALS	102	102
	I AGREE THAT LUNCH IS MORE IMPORTANT THAN BREAKFAST OR DINNER	92	93
	I PREFER FOOD PRESENTED AS AN ART FORM	95	97
	I PREFER FOODS COOKED WITH LOTS OF SPICES	99	99
	I USUALLY REFER TO RECIPES WHEN COOKING	84	88
	I TRY TO EAT GOURMET FOOD WHENEVER I CAN	104	107
	I REALLY ENJOY COOKING	100	99
	I OFTEN EAR FROZEN DINNERS	110	110
	I AM CURRENTLY DIETING	91	93
	INTERNET CHANGED WAY I WORK	85	93
	INTERNET CHANGED WAY I SPEND FREE TIME	89	95
	INTERNET CHANGED WAY GET INFO FOR PROD	85	90
	I SPEND LESS TIME SLEEPING B/C OF INTRNT	101	104
	I SPEND LESS TIME WATCH TV B/C INTERNET	91	97
	INTERNET NEW WAY I SOCIALIZE/MEET OTHERS	118	118
	INTERNET CHANGE HOW I SHOP FOR PRODUCTS	81	88
	I SPEND LESS TIME READ MAGS B/C INTERNET	84	91
	INTERNET PRIME SOURCE MY ENTERTAINMENT	100	103
	INTERNET PRIME SOURCE FAM ENTERTAINMENT	99	102
	INTRNET INCREASED DESIRE TO LEARN/SEARCH	89	94
	I LISTEN LESS TO NON-INTERNET RADIO BECAUSE OF INTERNET	103	105
	INTERNET HAS HAD NO IMPACT ON MY LIFE	102	100
	I READ PRINT NEWS LESS B/C OF INTERNET	90	98
	PREFER TO LET PROFESSIONALS DO MY TAXES	98	97
	CONCERNED ABT CREDIT CARD IDENTITY THEFT	91	93
	I TRUST HOMEOPATHIC MEDICINE	96	97
	NOTICED AIRPORT DISPLAYS DURING PAST 30 DAYS	98	103
	NOTICED BANNER DISPLAYS BY AIRPLANES OR BLIMPS PAST 30 DAYS	102	104
	NOTICED ADS ON BUSES DURING PAST 30 DAYS	116	116
	NOTICED ADS ON BUS SHELTERS OR BENCHES DURING PAST 30 DAYS	112	113
	NOTICED LARGE BILLBOARDS DURING PAST 30 DAYS	95	97
	NOTICED MOBILE BILLBOARDS ON TRUCKS OR VANS DURING PAST 30 DAYS	100	102
	NOTICED SUBWAY TRAINS OR PLATFORMS DURING PAST 30 DAYS	153	154
	NOTICED ADS ON TAXIS DURING PAST 30 DAYS	126	127
	NOTICED ADS ON TELEPHONE KIOSKS DURING PAST 30 DAYS	120	120
	I OFTEN NOTICE THE ADS IN BILLBOARDS	102	103
	IN TOILETRIES, BRAND IS IMPORTANT	105	104
	I LIKE A NEW CAR EVERY TWO OR THREE YEARS	103	102
	AGREE THAT A USED CAR IS AS GOOD AS A NEW CAR	94	95
	AGREE THAT FOREIGN AUTOMOBILE ARE HIGHER QUALITY THAN AMERICAN	94	97
	I CONSIDER MY DIET TO BE VERY HEALTHY	88	90
	I AM VEGETARIAN	108	107
	I CONSIDER MYSELF INTERESTED IN THE ARTS	98	101
	I WOULD LIKE TO SET UP MY OWN BUSINESS	108	109
	I ENJOY OWNING GOOD QUALITY THINGS	99	101
	I LIKE TO STAND OUT IN A CORWD	114	114
	I AM GOOD AT FIXING THINGS	98	98
	I AGREE THAT PEOPLE HAVE A DUTY TO RECYCLE	84	87
	I ENJOY TAKING RISKS	98	100
	I PREFER TO SPEND A QUIET EVENING AT HOME	97	97
	I AM GOOD AT FIXING MECHANICAL THINGS	88	90
	I AM A WORKAHOLIC	101	101
	PAY ANY PRICE FOR GOOD FINANCIAL ADVICE	111	111
	IMPORTANT TO BE WELL-INSURED: LIFE INS	100	101
	IMPORTANT TO BE WELL-INSURED: HOME INS	92	94
	I PAY ANYTHING WHEN IT CONCERNS MY HEALTH	108	108
	I SPEND WHAT I HAVE TO, TO LOOK YOUNGER	122	117
	I MAKE SURE I EXERCISE REGULARLY	90	92
	FIND TV ADVERTISING INTERESTING	118	116
	RELY ON RADIO TO KEEP ME INFORMED	89	92
	MOST MAGAZINES ARE WORTH THE MONEY	114	112
	TV MAIN SOURCE OF ENTERTAINMENT	98	98



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	NOTICE ADS IN LOBBIES OF MOVIE THEATERS	118	118
	AGREE THAT ITS SAFE TO MAKE PURCHASES ONLINE	82	88
	I RESEARCH TREATMENTS ON MY OWN AND THEN ASK DOCTOR	104	104
	I ACTIVELY SEEK INFOR ABOUT NUTRITION/DIET	99	100
	I LOOK UP INFORMATION TO CHOOSE HEALTHCARE TREATMENT	101	102
	I DON'T SEE DOCTORS/NURSES UNLESS VERY ILL	91	92
	OVER-THE-COUNTER MEDICINES ARE SAFER THEN PRESCRIPTION	97	96
	I ALWAYS DO WHAT MY DOCTOR TELLS ME TO	98	98
	I AM WILLING TO ASK DOCTOR FOR ADVERTISED MEDICINES	97	97
	I AM WILLING TO PAY EXTRA FOR NON COVERED MEDICINES	94	94
	PEOPLE NEED MORE VITAMINS WHEN OLDER	99	99
	I BELIEVE THAT VITAMIN/NUTRIENTS MAKE A DIFFERENCE	99	99
	I TAKE VITAMINS/MINERALS FOR LONG TERM BENEFITS	94	96
	SELF CONCEPTS: FRANK, STRAIGHTFORWARD, OUTSPOKEN,CANDID	100	100
	SELF CONCEPTS: AFFECTIONATE, PASSIONATE,LOVING,ROMANTIC	101	101
	SELF CONCEPTS: AMICABLE, AMIABLE, AFFABLE, BENEVOLENT	89	92
	SELF CONCEPTS: AWKWARD,ABSENT-MINDED,FORGETFUL,CARELESS	103	102
	SELF CONCEPTS: BRAVE, COURAGEOUS, DARING, ADVENTURESOME	103	103
	SELF CONCEPTS: BROADMINDED,OPEN-MINDED,LIBERAL,TOLERANT	100	101
	SELF CONCEPTS: CREATIVE, INVENTIVE,IMAGINATIVE,ARTISTIC	96	97
	SELF CONCEPTS: DOMINATNG,AUTHORITARIAN,DEMNDNG,AGGRSSVE	107	107
	SELF CONCEPTS: SOCIABLE, FRIENDLY, CHEERFUL, LIKEABLE	96	96
	VIDEO GAMES IS MY MAIN SOURCE OF ENTERTAINMENT	119	117
	I FIND VIDEO FAMES MORE ENTERTAINING THAN TV	116	115
	I SPEND MORE TIME PLAYING VIDEO GAMES THAN WATCHING TV	124	121
	I SPEND MORE MONEY ON VIDEO GAMES THAN MUSIC VIDEOS	111	111
	BUY VIDEO GAMES WHEN THEY ARE CHEAPER	100	101
	I USUALLY RENT VIDEO GAMES	101	100
	I USUALLY BORROW VIDEO GAMES FROM FRIEND	111	108
	I OFTEN NOTICE BRAND NAME PRODUCTS IN VIDEO GAMES	113	114
	DONT MIND BRAND NAME PRODUCTS APPEARING IN VIDEO GAMES	104	106
	DONT MIND WHEN CHARACTERS USE BRAND NAME PRODUCTS IN VIDEO GAMES	100	102
	SHOPPING BEHAVIOR: WOULD PAY MORE FOR ENVIRONMENTALLY FRIENDLY PRODS	91	93
	SHOPPING BEHAVIOR: I KEEP UP WITH CHANGES-STYLES/FASHIONS	108	109
	SHOPPING BEHAVIOR: I BUY PRODUCTS THAT USE RECYCLED PAPER	91	92
	SHOPPING BEHAVIOR: SHOP FOR SPECIALS OR BARGAINS	96	97
	SHOPPING BEHAVIOR: DONT BUY UNKNOWN BRANDS TO SAVE MONEY	98	98
	SHOPPING BEHAVIOR: OFTEN BUY ON SPUR OF THE MOMENT	101	101
	SHOPPING BEHAVIOR: PREFER TO BUY WHAT NEIGHBORS APPROVE OF	97	96
	SHOPPING BEHAVIOR: MY KIDS HAVE SIGNIFICANT IMPACT ON BRANDS	106	105
	SHOPPING BEHAVIOR: SHOPPING FOR GROCERIES IS A BORE	86	88
	SHOPPING BEHAVIOR: FAR ABOVE AVERAGE (5) IMPULSE SHOPPER	89	89
	SHOPPING BEHAVIOR: AVERAGE (3) BRAND LOYALTY	107	105
	SHOPPING BEHAVIOR: ABOVE AVERAGE (4) BRAND LOYALTY	92	93
	SHOPPING BEHAVIOR: FAR ABOVE AVERAGE (5) BRAND LOYALTY	102	103
	SHOPPING BEHAVIOR: FAR ABOVE AVERAGE (5) SMART GREENS	93	92
	FAR ABOVE AVERAGE ADVERTISING RECEPTIVITY	118	115
	TECHNOLOGY: AVERAGE EARLY ADOPTER	106	106
	TECHNOLOGY: ABOVE AVERAGE EARLY ADOPTER	96	98
	TECHNOLOGY: FAR ABOVE AVERAGE EARLY ADOPTER	112	111
	TECHNOLOGY: AVERAGE SMART SHOPPER	98	98
	TECHNOLOGY: ABOVE AVERAGE SMART SHOPPER	97	99
	TECHNOLOGY: FAR ABOVE AVERAGE SMART SHOPPER	99	100
	AVERAGE ACTIVE HEALTH MANAGEMENT	97	99
	ABOVE AVERAGE ACTIVE HEALTH MANAGEMENT	92	93
	FAR ABOVE AVERAGE ACTIVE HEALTH MANAGEMENT	97	98
	AVERAGE RELIGIOUS CONSERVATIVE	112	110
	ABOVE AVERAGE RELIGIOUS CONSERVATIVE	120	116
	FAR ABOVE AVERAGE RELIGIOUS CONSERVATIVE	99	99
	FAR ABOVE AVERAGE NEWS SEEKER ON INTERNET	80	90
	ABOVE AVERAGE NEWS SEEKER ON INTERNET	73	81
	FAR ABOVE AVERAGE COMMERCE ON INTERNET.	79	87
	AVERAGE COMMERCE ON INTERNET	81	87
	ABOVER AVERAGE COMMERCE ON INTERNET	81	85
	FAR ABOVE AVERAGE INTERNET ACTIVITY	93	102
	ABOVE AVERAGE INTERNET ACTIVITY	75	82
	FAR ABOVE AVERAGE INTERNET INVOLVEMENT	85	93

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
MEDICINE/DRUGS/AILMENTS	USED SYNVISIC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	166	153
	USED STRATTERA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	178	170
	USED PEG-INTRON (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	280	260
	USED VELCADE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	404	362
	USED XOLAIR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	211	202
	USED AVANDIA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	112	107
	USED ADVAIR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	112	111
	USED AMBIEN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	89	92
	USED CLARINEX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	100	100
	USED LAMISIL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	92	94
	USED NEXIUM (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	121	117
	USED PREVACID (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	107	106
	USED ACTONEL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	89	88
	USED FLOVENT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	142	134
	USED PROCIT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	194	183
	WEAR CONTACT LENSES-GAS PERMEABLE/HARD	60	67
	USE TABLET CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	137	129
	USE CHEWABLE CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	102	104
	USE DROPS CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	145	137
	USE LIQUID CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	91	93
	USE CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	95	97
	USE CHILDRENS PAIN RELIVING MEDICINE (NON-PRESCRIPTION) 2 OR 3 TIMES A WEEI	90	88
	USE CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	94	95
	USE CHEWABLE CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	93	97
	USE DROPS CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	181	164
	USE LIQUID CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	97	97
	USE TABLET CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	116	112
	BOUGHT EYEGASSES/CONTACT LENSES ONLINE	74	83
	USED PREMARIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	100	96
	USED EVISTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	90	88
	USED FLOMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	114	113
	USED NORVASC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	141	132
	USED PAXIL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	125	114
	USED PREMPRO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	110	107
	USED SONATA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	184	182
	USED SYNTHROID (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	89	89
	USED WELLBUTRIN/WELLBUTRIN SR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	94	95
	USED ZOLOFT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	97	96
	HAD ACID REFLUX DISEASE (GERD) DURING LAST 12 MONTHS	102	99
	SUFFERED FROM ADD/ADHD DURING LAST 12 MONTHS	112	108
	SUFFERED FROM ARTHRITIS (OSTEOARTHRITIS) DURING LAST 12 MONTHS	96	92
	SUFFERED FROM ARTHRITIS (RHEUMATOID ARTHRITIS) DURING LAST 12 MONTHS	120	112
	SUFFERED FROM ANXIETY DURING LAST 12 MONTHS	109	106
	SUFFERED INSOMNIA/SLEEP DISORDER DURING LAST 12 MONTHS	95	94
	USED NON-PRESCRIPTION PRODUCT FOR ARTHRITIS (OSTEOARTHRITIS) DURING LAST	83	83
	USED NON-PRESCRIPTION PRODUCT FOR ARTHRITIS (RHEUMATOID ARTHRITIS) DURIN	107	100
	USED NON-PRESCRIPTION PRODUCT FOR INSOMNIA/SLEEP DISORDER DURING LAST 1:	78	80
	USE NON-PRESCRIPTION REMEDY FOR ALLERGY	96	99
	USE NON-PRESCRIPTION REMEDY FOR COLD	100	101
	USE NON-PRESCRIPTION REMEDY FOR FLU	111	110
	USE NON-PRESCRIPTION REMEDY FOR SINUS CONDITION	101	101
	USE NIGHTTIME (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	141	141
	USE EXTRA/MAXIMUM STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	98	99
	USE MIGRANE (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	112	112
	USE REGULAR STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	93	95
	USEGEL TABS/LIQUI-GELS (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	105	105
	USE TABLET/PILL/POWDER (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	100	101
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR MIGRAINE HEADA	100	100
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR REGULAR HEADA	92	94
	USE GELCAPS LAXATIVES (NON-PRESCRIPTION)	116	112
	USE EXTRA STRENGTH (NON-PRESCRIPTION) SORE THROAT PRODUCT	123	122
	USE REGULAR (NON-PRESCRIPTION) SORE THROAT PRODUCT	98	99
	USE SUGAR-FREE (NON-PRESCRIPTION) SORE THROAT PRODUCT	113	115
	USE VITAMIN C (NON-PRESCRIPTION) SORE THROAT PRODUCT	111	113
	TAKING CARE OF SOMEONE WITH HIV/AIDS	147	140
	TAKING CARE OF SOMEONE WITH ALZHEIMERS DISEASE	116	110
	TAKING CARE OF SOMEONE WITH ATTENTION DEFICIT DISORDER (ADD)/ HYPERACTIVE	95	95
	TAKING CARE OF SOMEONE WITH CANCER	103	99
	TAKING CARE OF SOMEONE WITH CHRONIC EAR INFECTIONS (CHILD)	82	89
	WEAR PRESCRIPTION EYEGASSES-ANY	96	96
	WEAR CONTACT LENSES-ANY	84	90
	SUFFERED FROM SNORING/ SLEEP APNEA DURING LAST 12 MONTHS	91	88
	USED NON-PRESCRIPTION PRODUCT FOR SNORING/ SLEEP APNEA DURING LAST 12 MC	120	112
	CONSULTED GASTROENTEROLOGIST DURING LAST 12 MONTHS	105	103
	CONSULTED INTERNIST DURING LAST 12 MONTHS	75	81
	CONSULTED AN ACUPUNCTURIST DURING LAST 12 MONTHS	82	86
	CONSULTED AN ALLERGIST DURING LAST 12 MONTHS	103	101
	CONSULTED A CARDIOLOGIST DURING THE LAST 12 MONTHS	107	103
	CONSULTED CHIROPRACTOR DURING LAST 12 MONTHS	77	79



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	CONSULTED A DENTIST DURING LAST 12 MONTHS	83	86
	CONSULTED A DERMATOLOGIST DURING LAST 12 MONTHS	75	83
	CONSULTED EAR, NOSE AND THROAT SPECIALIST DURING LAST 12 MONTHS	105	101
	CONSULTED EYE DOCTOR DURING LAST 12 MONTHS	93	94
	CONSULTED GENERAL/FAMILY PRACTITIONER DURING LAST 12 MONTHS	91	92
	CONSULTED NURSE PRACTITIONER DURING LAST 12 MONTHS	102	99
	CONSULTED OB/GYN DURING LAST 12 MONTHS	105	108
	CONSULTED OSTEOPATH DURING LAST 12 MONTHS	81	83
	CONSULTED PEDIATRICIAN DURING LAST 12 MONTHS	86	87
	CONSULTED PHYSICAL THERAPIST DURING LAST 12 MONTHS	102	103
	CONSULTED PODIATRIST DURING LAST 12 MONTHS	106	102
	CONSULTED AN ALTERNATIVE HEALTH PRACTITIONER DURING LAST 12 MONTHS	137	126
	CONSULTED PHARMACIST DURING LAST 12 MONTHS	100	100
	SUFFERED FROM CHRONIC BRONCHITIS DURING LAST 12 MONTHS	112	108
	USES YEAST INFECTION PRODUCTS	116	118
	SUFFERED FROM ARTHRITIS DURING LAST 12 MONTHS	101	97
	WEAR PRESCRIPTION EYEGLASSES AND CONTACT LENSES	95	95
	BOUGHT EYEGLASSES/CONTACT LENSES AT PEARLE VISION	88	97
	BOUGHT EYEGLASSES/CONTACT LENSES AT LENS CRAFTERS	108	110
	BOUGHT EYEGLASSES/CONTACT LENSES AT DEPARTMENT STORE	85	90
	BOUGHT EYEGLASSES/CONTACT LENSES AT OPTOMETRIST/EYE DOCTOR	81	85
	SUFFERED FROM NASAL ALLERGIES/HAY FEVER DURING LAST 12 MONTHS	90	94
	SUFFERED FROM ASTHMA DURING LAST 12 MONTHS	106	107
	SUFFERED FROM ATHLETES FOOT DURING LAST 12 MONTHS	77	80
	SUFFERED FROM BACKACHE DURING LAST 12 MONTHS	99	98
	SUFFERED FROM CONSTIPATION (CHRONIC) DURING LAST 12 MONTHS	99	98
	SUFFERED FROM DIABETES DURING LAST 12 MONTHS	122	117
	SUFFERED FROM FLU DURING LAST 12 MONTHS	95	93
	SUFFERED FROM GAS DURING LAST 12 MONTHS	111	109
	SUFFERED FROM HEARTBURN DURING LAST 12 MONTHS	94	92
	SUFFERED FROM HEMORRHOIDS DURING LAST 12 MONTHS	83	84
	SUFFERED FROM HIGH CHOLESTEROL DURING LAST 12 MONTHS	92	91
	SUFFERED FROM HYPERTENSION/HIGH BLOOD PRESSURE DURING LAST 12 MONTHS	109	107
	SUFFERED INDIGESTION DURING LAST 12 MONTHS	107	103
	SUFFERED OSTEOPOROSIS DURING LAST 12 MONTHS	85	82
	SUFFERED FROM STOMACH ULCERS DURING LAST 12 MONTHS	123	110
	SUFFERED FROM URINARY TRACT INFECTION (UTI) DURING LAST 12 MONTHS	117	116
	SUFFERED FROM CHRONIC PAIN DURING LAST 12 MONTHS	110	107
	SUFFERED FROM DEPRESSION DURING LAST 12 MONTHS	112	107
	SUFFERED HEART DISEASE/CONGESTIVE HEART FAILURE DURING LAST 12 MONTHS	128	119
	SUFFERED IMPOTENCE/LOSS OF LIBIDO DURING LAST 12 MONTHS	98	95
	SUFFERED MIGRAINE HEADACHE DURING LAST 12 MONTHS	92	92
	SUFFERED FROM BEING OVERWEIGHT (30 LBS OR MORE) DURING LAST 12 MONTHS	91	91
	USED NON-PRESCRIPTION PRODUCT FOR DIABETES DURING LAST 12 MONTHS	138	129
	USED NON PRESCRIPTION PRODUCT FOR HIGH CHOLESTEROL DURING LAST 12 MONTHS	79	81
	USED NON PRESCRIPTION PRODUCT FOR HYPERTENSION/HIGH BLOOD PRESSURE DURING LAST 12 MONTHS	100	102
	USED NON-PRESCRIPTION PRODUCT FOR BEING OVERWEIGHT (30 LBS OR MORE) DURING LAST 12 MONTHS	127	131
	USE NON-PRESCRIPTION REMEDY FOR COLD/ALLERGY/SINUS	98	99
	USED ALLERGY REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	86	89
	USED COLD REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	90	93
	USED FLU REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	104	103
	SUFFERED FROM SINUS CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	96	96
	SUFFERED FROM OTHER CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	96	97
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION)	97	97
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR ARTHRITIS OR RHEUMATOID	98	94
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR BACKACHES	103	102
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR COLDS, FLU OR FEVER	101	102
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR HEART ATTACK OR PAIN	107	103
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SINUS/ALLERGIES	106	105
	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SLEEPLESSNESS	107	106
	USED HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) 2 OR 3 TIMES A WEEK	95	95
	USE HEARTBURN/INDIGESTION AIDS	95	95
	USED HEARTBURN/INDIGESTION AIDS 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	95	92
	USED PRESCRIPTION DRUGS DURING LAST 12 MONTHS	98	98
	USED ALLEGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	108	107
	USED DIFLUCAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	90	96
	USED FLONACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	84	87
	USED FOSMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79	79
	USED IMITREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	100	105
	USED ORTHO TRI-CYCLEN/ORTHO TRI-CYCLEN LO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78	93
	USED PRAVACHOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	106	105
	USED PROZAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	102	98
	USED VALTREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	130	120
	USED ZOCOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	90	89
	USED ZYRTEC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	92	94
	USED LIPITOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	92	92
	USED CELEBREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	109	106
	USE LAXATIVES (NON-PRESCRIPTION)	135	131
	USED VIAGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	105	104

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USED ALTACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79	79
	USED ADDERALL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	63	66
	USED BOTOX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	104	105
	USED DETROL/ DETROL LA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	137	121
	USED NASONEX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	96	96
	USED GLUCOVANCE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	134	127
	USED NASACORT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	90	89
	USED ORTHO EVRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	116	108
	USED PARANOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	102	110
	USED PENLAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	118	118
	USED PLAVIX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	123	114
	USE LAXATIVES 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	107	100
	USES USE NON-PRESCRIPTION COUGH SYRUP	110	109
	USE NON-PRESCRIPTION COUGH SYRUP ONCE A DAY	107	107
	USE NON-PRESCRIPTION SORE THROAT PRODUCTS	102	102
	USE ONCE A DAY (NON-PRESCRIPTION) SORE THROAT PRODUCT	96	93
	USE PAIN RELIEVING RUBS/LIQUID	111	108
	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR ARTHRITIC PAIN	116	108
	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR BACKACHES	118	114
	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR PAIN FROM SPORTS/EXE	102	104
	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR MENSTRUAL PAIN	151	150
	USES FIRST AID BAND/ANTIBIOTIC REMEDIES	94	96
	USES VITAMIN/MINERAL (NON-PRESCRIPTION) TABLETS/CAPSULES/LIQUID	96	97
	USED VITAMIN/MINERAL (NON-PRESCRIPTION) PRODUCT ONCE A DAY DURING LAST 30	91	92
	SUFFERED FROM COPD (CHRONIC OBSTRUSIVE PULMONARY DISORDER)	132	124
	SUFFERED FROM ECZEMA/PSORIASIS DURING LAST 12 MONTHS	96	99
	SUFFERED FROM EMPHYSEMA DURING LAST 12 MONTHS	120	113
	SUFFERED GENITAL HERPES DURING LAST 12 MONTHS	183	164
	SUFFERED HEART ATTACK/STROKE DURING LAST 12 MONTHS	125	120
	USED NON-PRESCRIPTION PRODUCT FOR HEART ATTACK/STROKE DURING LAST 12 MC	138	134
	SUFFERED FROM HEPATITIS C DURING LAST 12 MONTHS	239	226
	SUFFERED IRRITABLE BOWEL SYNDROME DURING LAST 12 MONTHS	102	99
	SUFFERED NAIL FUNGUS DURING LAST 12 MONTHS	84	83
	SUFFERED FROM OVERACTIVE BLADDER DURING LAST 12 MONTHS	104	97
	USED ACTOS (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	135	124
	USED AMARYL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	103	100
	USED BENZACLIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	132	140
	USED CONCERTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	133	127
	USED DIFFERIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	111	122
	USED ELIDEL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	389	350
	USED PROTOPIC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	139	127
	USED RETIN-A-MICRO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	116	117
	USED ARICEPT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	130	119
	USED ARANESP (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	222	209
	USED AVASTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	175	160
	USED CADEUT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	103	96
	USED DIOVAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	109	105
	USED HUMALOG (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	125	118
	USED LEVAQUIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	88	93
	USED NEULASTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	184	164
	USED ZOFTRAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	164	149
	USED ZITHROMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79	85
	USED ZYPREXA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	308	304
	USED NEURONTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	123	114
	SUFFERED FROM HIATAL HERNIA DURING LAST 12 MONTHS	92	89



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
PETS & PET FOOD	PURCHASE PET SUPPLIES AT SOLE PLACE BOUGHT	80	80
	PURCHASE PET SUPPLIES AT DISCOUNT STORES	70	72
	PURCHASE PET SUPPLIES AT SUPERMARKETS	72	74
	PURCHASE PET SUPPLIES ONLINE	52	62
	PURCHASE PET SUPPLIES AT OTHER	69	72
	PURCHASE PET SUPPLIES AT PETCO	79	80
	PURCHASE PET SUPPLIES AT PETSMAST	78	83
	PURCHASE PET SUPPLIES AT OTHER PET STORES	75	76
	CURRENTLY HAVE PETS	79	80
	1 PET BIRD IN HOUSEHOLD	78	79
	1 PET CAT IN HOUSEHOLD	76	79
	1 PET DOG IN HOUSEHOLD	75	76
	USED 15 OR MORE CANNED DOG FOOD ITEMS DURING LAST 15 DAYS	122	104
	BUYS PACKAGED MOIST DOG FOOD	85	84
	USED 15 OR MORE LBS OF PACKAGED MOIST DOG FOOD DURING LAST 30 DAYS	74	69
	BUYS PACKAGED DRY DOG FOOD	71	72
	USED 50 OR MORE LBS OF PACKAGED DRY DOG FOOD DURING LAST 30 DAYS	108	98
	BUYS DOG BISCUITS/TREATS	68	70
	USED 21 OR MORE DOG BISCUITS/TREATS DURING LAST 7 DAYS	80	81
	CHANGED CAT BOX 10 OR MORE TIMES DURING LAST 15 DAYS	175	152
	HOUSEHOLD BUYS CANNED CAT FOOD	88	87
	BUYS PACKAGED DRY CAT FOOD	76	77
	USED 10 OR MORE LBS OF PACKAGED DRY CAT FOOD DURING LAST 30 DAYS	101	99
	BUYS PACKAGED MOIST CAT FOOD	119	117
	USED 15 OR MORE LBS OF PACKAGED MOIST CAT FOOD DURING LAST 30 DAYS	371	298
	USES CAT TREATS OR SNACKS	86	88
	BUYS FLEA AND TICK CARE PRODUCTS	77	78
	USE HEARTWORM CONTROL FOR DOGS	74	76
	USE HEARTWORM CONTROL FOR CATS	85	86
	1 PET FISH IN HOUSEHOLD	79	83
	1 PET HAMSTER IN HOUSEHOLD	76	87
	1 PET RABBIT IN HOUSEHOLD	65	68
	1 PET REPTILE IN HOUSEHOLD	64	68
	1 OTHER PET IN HOUSEHOLD	91	91



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
PRINT MEDIA	READ FASHION SECTION OF NEWSPAPER DAILY	105	106
	READ FRONT PAGE OF NEWSPAPER DAILY	91	93
	READ MOVIE LISTINGS AND REVIEWS SECTION OF NEWSPAPER DAILY	99	103
	READ SCIENCE AND TECHNOLOGY SECTION OF NEWSPAPER DAILY	84	87
	READ FASHION SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	93	93
	READ FRONT PAGE OF THE SUNDAY/WEEKEND NEWSPAPER	84	88
	READ MOVIE LISTINGS/REVIEWS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	106	106
	READ SCIENCE AND TECHNOLOGY SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	82	86
	READ BUSINESS/FINANCE SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	76	84
	READ EDITORIAL SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	84	87
	READ FOOD OR COOKING SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	86	89
	READ SPORTS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	84	88
	READ TRAVEL SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	78	83
	READ PARADE MAGAZINE (CARRIER METHOD)	96	98
	READ THE MAGAZINE AUTOWEEK	138	130
	READ THE MAGAZINE ARTHUR FROMMERS BUDGET TRAVEL	114	119
	READ THE MAGAZINE COUNTRY WEEKLY	86	87
	READ THE MAGAZINE MENS JOURNAL	122	128
	READ THE MAGAZINE MORE	91	100
	READ THE MAGAZINE W MAGAZINE	104	99
	READ THE MAGAZINE ESPN	111	111
	READ THE MAGAZINE ALLURE	122	121
	READ THE MAGAZINE AMERICAN BABY	137	135
	READ THE MAGAZINE ARTHRITIS TODAY	144	135
	READ THE MAGAZINE THE AMERICAN LEGION	92	84
	READ THE MAGAZINE AMERICAN PHOTOS	118	128
	READ THE MAGAZINE THE ATLANTIC MONTHLY	125	125
	READ THE MAGAZINE AUTOMOBILE	124	123
	READ THE MAGAZINE BABY TALK	148	138
	READ THE MAGAZINE BARRONS	89	96
	READ THE MAGAZINE BASSMASTER	79	77
	READ THE MAGAZINE BICYCLING MAGAZINE	120	122
	READ THE MAGAZINE BLACK ENTERPRISE	320	299
	READ THE MAGAZINE BOATING	132	124
	READ THE MAGAZINE BON APPETIT	104	105
	READ THE MAGAZINE BRIDES	156	153
	READ THE MAGAZINE BUSINESS WEEK	98	103
	READ THE MAGAZINE CAR AND DRIVER	91	93
	READ THE MAGAZINE CAR CRAFT	120	113
	READ THE MAGAZINE BETTER HOMES AND GARDENS	95	96
	READ THE MAGAZINE CONDE NAST TRAVELER	90	100
	READ THE MAGAZINE COOKING LIGHT	105	107
	READ THE MAGAZINE COSMOPOLITAN	111	110
	READ THE MAGAZINE COUNTRY HOME	101	99
	READ THE MAGAZINE COUNTRY LIVING	92	93
	READ THE MAGAZINE IN TOUCH WEEKLY	104	106
	READ THE MAGAZINE CYCLE WORLD	114	114
	READ THE MAGAZINE WIRED	107	115
	READ THE MAGAZINE DISCOVER	95	98
	READ THE MAGAZINE EBONY	365	337
	READ THE MAGAZINE THE ECONOMIST	92	102
	READ THE MAGAZINE ELLE	131	126
	READ THE MAGAZINE ELLE DÉCOR	113	116
	READ THE MAGAZINE ENDLESS VACATION	93	98
	READ THE MAGAZINE ENTERTAINMENT WEEKLY	116	115
READ THE MAGAZINE ENTRPRENEUR	186	199	
READ THE MAGAZINE ESQUIRE	132	128	
READ THE MAGAZINE ESSENCE	387	355	
READ THE MAGAZINE FAMILY CIRCLE	93	93	
READ THE MAGAZINE THE FAMILY HANDYMAN	80	83	
READ THE MAGAZINE DETAILS	142	150	
READ THE MAGAZINE FAMILYFUN	102	107	
READ THE MAGAZINE FIELD AND STREAM	79	78	
READ THE MAGAZINE FIRST FOR WOMEN	104	108	
READ THE MAGAZINE FITNESS	125	125	
READ THE MAGAZINE FLYING	87	94	
READ THE MAGAZINE FLOOD AND WINE	106	108	
READ THE MAGAZINE FORBES	95	99	
READ THE MAGAZINE FORTUNE	122	125	
READ THE MAGAZINE FOUR WHEELER	104	108	
READ THE MAGAZINE GLAMOUR	121	116	
READ THE MAGAZINE GOLF DIGEST	73	82	
READ THE MAGAZINE GOLF MAGAZINE	71	79	
READ THE MAGAZINE GOOD HOUSEKEEPING	93	91	
READ THE MAGAZINE GOURMET MAGAZINE	101	98	
READ THE MAGAZINE GQ	158	153	
READ THE MAGAZINE GUNS AND AMMO	87	84	
READ THE MAGAZINE HEALTH	134	133	
READ THE MAGAZINE HOME	145	149	

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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	READ THE MAGAZINE MAXIM	88	93
	READ THE MAGAZINE MARIE CLAIRE	104	104
	READ THE MAGAZINE HOT ROD	110	102
	READ THE MAGAZINE HOUSE BEAUTIFUL	116	116
	READ THE MAGAZINE PETERSENS HUNTING	77	72
	READ THE MAGAZINE INC	108	107
	READ THE MAGAZINE JET	363	334
	READ THE MAGAZINE KIPLINGERS PERSONAL FINANCE	88	95
	READ THE MAGAZINE LADIES HOME JOURNAL	94	94
	READ THE MAGAZINE MACWORLD	103	101
	READ THE MAGAZINE MARTHA STEWART LIVING	78	83
	READ THE MAGAZINE MENS FITNESS	140	140
	READ THE MAGAZINE MENS HEALTH	118	122
	READ THE MAGAZINE METROPOLITAN HOME	102	103
	READ THE MAGAZINE MIDWEST LIVING	77	79
	READ THE MAGAZINE MODERN BRIDE	144	132
	READ THE MAGAZINE MONEY MAGAZINE	93	96
	READ THE MAGAZINE MOTOR TREND MAGAZINE	98	96
	READ THE MAGAZINE MUSCLE AND FITNESS	155	152
	READ THE MAGAZINE THE NATIONAL ENQUIRER	125	119
	READ THE MAGAZINE NATIONAL EXAMINER	122	115
	READ THE MAGAZINE NATIONAL GEOGRAPHIC	88	88
	READ THE MAGAZINE NATIONAL GEOGRAPHIC TRAVELER	94	101
	READ THE MAGAZINE NATURAL HISTORY	128	134
	READ THE MAGAZINE NEW YORK MAGAZINE	114	118
	READ THE MAGAZINE THE NEW YORKER	90	96
	READ THE MAGAZINE NEWSWEEK	94	97
	READ THE MAGAZINE NORTH AMERICAN FISHERMAN	123	113
	READ THE MAGAZINE NORTH AMERICAN HUNTER	98	95
	READ THE MAGAZINE OUTDOOR LIFE	79	79
	READ THE MAGAZINE OUTSIDE	83	93
	READ THE MAGAZINE PARENTING	130	127
	READ THE MAGAZINE PARENTS	111	110
	READ PC MAGAZINE	121	121
	READ THE MAGAZINE PC WORLD	112	116
	READ THE MAGAZINE PENTHOUSE	148	142
	READ THE MAGAZINE PEOPLE MAGAZINE	90	92
	READ THE MAGAZINE PLAYBOY	115	113
	READ THE MAGAZINE POPULAR MECHANICS	92	92
	READ THE MAGAZINE POPULAR PHOTOGRAPHY AND IMAGING	104	103
	READ THE MAGAZINE POPULAR SCIENCE	99	103
	READ THE MAGAZINE PREVENTION	120	117
	READ THE MAGAZINE READERS DIGEST	94	92
	READ THE MAGAZINE REDBOOK	104	103
	READ THE MAGAZINE ROAD AND TRACK	102	104
	READ THE MAGAZINE ROLLING STONE	103	107
	READ THE MAGAZINE RUNNERS WORLD	93	101
	READ THE MAGAZINE SATURDAY EVENING POST	104	107
	READ THE MAGAZINE SCIENTIFIC AMERICAN	90	93
	READ THE MAGAZINE SELF	120	124
	READ THE MAGAZINE SEVENTEEN	107	103
	READ THE MAGAZINE SHAPE	95	102
	READ THE MAGAZINE SMARTMONEY	103	106
	READ THE MAGAZINE SMITHSONIAN	89	90
	READ THE MAGAZINE SOAP OPERA DIGEST	164	152
	READ THE MAGAZINE SOAP OPERA WEEKLY	200	188
	READ THE MAGAZINE SOUTHERN LIVING	92	97
	READ THE MAGAZINE SPIN	127	123
	READ THE MAGAZINE SPORTING NEWS	112	111
	READ THE MAGAZINE SPORTS ILLUSTRATED	113	112
	READ THE MAGAZINE STAR	111	109
	READ THE MAGAZINE SUNSET	74	79
	READ THE MAGAZINE TENNIS	101	110
	READ THE MAGAZINE TIME	99	100
	READ THE MAGAZINE TOWN AND COUNTRY	130	128
	READ THE MAGAZINE TRADITIONAL HOME	120	116
	READ THE MAGAZINE TRAVEL + LEISURE	113	119
	READ THE MAGAZINE TV GUIDE	143	136
	READ THE MAGAZINE US WEEKLY	92	97
	READ THE MAGAZINE US NEWS AND WORLD REPORT	102	100
	READ THE MAGAZINE VANITY FAIR	109	108
	READ THE MAGAZINE VOGUE	138	132
	READ THE MAGAZINE WEIGHT WATCHERS	116	119
	READ THE MAGAZINE WOMANS DAY	90	90
	READ THE MAGAZINE WOMANS WORLD	95	94
	READ THE MAGAZINE WORKBENCH	85	90
	READ THE MAGAZINE WORKING MOTHER	167	160
	READ THE MAGAZINE YANKEE	102	105
	READ THE MAGAZINE VIBE	365	324



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	READ THE MAGAZINE AMERICAN RIFLEMAN	89	87
	READ THE MAGAZINE CONSUMER REPORTS	87	90
	READ THE MAGAZINE SIERRA MAGAZINE	81	85
	READ AIRLINE/IN FLIGHT PUBLICATIONS	83	90
	READ AUTOMOTIVE PUBLICATIONS	94	93
	READ BUSINESS AND FINANCE PUBLICATIONS	113	115
	READ CHILD REARING/PARENTHOOD PUBLICATIONS	106	105
	READ COMPUTERS PUBLICATIONS	99	103
	READ EPICUREAN PUBLICATIONS	106	107
	READ FISHING, HUNTING, AND OUTDOOR RECREATION PUBLICATIONS	84	84
	READ GENERAL EDITORIAL PUBLICATIONS	107	106
	READ HEALTH AND FITNESS PUBLICATIONS	112	113
	READ HOME AND HOME SERVICES PUBLICATIONS	94	95
	READ MENS PUBLICATIONS	112	112
	READ METROPOLITAN/REGIONAL/STATE PUBLICATIONS	90	94
	READ NEWS PUBLICATIONS	128	125
	READ PHOTOGRAPHY PUBLICATIONS	112	115
	READ SCIENCE/TECHNOLOGY PUBLICATIONS	92	94
	READ SPECIAL APPEAL PUBLICATIONS	112	110
	READ SPORTS PUBLICATIONS	103	104
	READ TRAVEL PUBLICATIONS	95	101
	READ WOMENS PUBLICATIONS	112	111
	READ WOMENS FASHION, BEAUTY, AND GROOMING PUBLICATIONS	122	118
	READ NEWSWEEKLIES PUBLICATIONS	95	97
	READ THE MAGAZINE INSTYLE	92	95
	READ THE MAGAZINE GAMEPRO	141	136
	READ THE MAGAZINE AARP	94	91
	READ THE MAGAZINE HISPANIC BUSINESS	120	114
	READ THE MAGAZINE HISPANIC MAGAZINE	101	89
	READ THE MAGAZINE LATINA STYLE	148	146
	READ O, THE OPRAH MAGAZINE	154	151
	READ THE MAGAZINE URBAN LATINO	119	111
	READ THE MAGAZINE GLOBE	145	140
	READ THE MAGAZINE LUCKY	132	134
	READ THE MAGAZINE READ SIMPLE	82	90
	READ ENTERTAINMENT PUBLICATIONS	113	111
	READ TEENS PUBLICATIONS	119	115
	READ BRIDAL PUBLICATIONS	149	143
	READ MUSIC PUBLICATIONS	178	169
	READ BLACK/AFRICAN-AMERICAN PUBLICATIONS	343	318
	READ OFFICIAL XBOX MAGAZINE	105	107
	READ THE MAGAZINE PC GAMER	124	129



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
SHOPPING	SHOPPED AT ANY CONVENIENCE STORE DURING LAST 4 WEEKS	99	99
	SHOPPED AT A CONVENIENCE STORE 10 OR MORE TIMES LAST 4 WEEKS	101	100
	SHOPPED AT A CONVENIENCE STORE 4-9 TIMES LAST 4 WEEKS	93	94
	SHOPPED AT A CONVENIENCE STORE 1-3 TIMES LAST 4 WEEKS	99	99
	SHOPPED AT ANY HARDWARE STORE DURING LAST 3 MONTHS	81	84
	ORDERED PRODUCT ONLINE DURING LAST 12 MONTHS	77	84
	SHOPPED AT KINKOS DURING LAST 3 MONTHS	103	111
	SHOPPED AT ONLINE STORE DURING LAST 3 MONTHS	74	85
	PURCHASED FOOTWEAR/SHOES FROM A CATALOG DURING LAST 12 MONTHS	95	96
	PURCHASED GENERAL MERCHANDISE FROM A CATALOG DURING LAST 12 MONTHS	77	80
	ORDERED PRODUCT VIA MAIL/PHONE ORDER DURING LAST 12 MONTHS	94	95
	OWN GYM BAGS	75	84
	PURCHASED GYM BAGS DURING LAST 12 MONTHS	61	70
	OWN TENNIS RACQUET	69	78
	OWN FISHING ROD	75	77
	OWN FISHING REEL	72	75
	OWN RIFLE FOR HUNTING	63	64
	OWN SHOTGUN FOR HUNTING	62	64
	OWN AIRGUN	62	67
	OWN BOWLING BALL	77	79
	OWN RACQUETBALL RACQUET	70	80
	OWN BASEBALL/SOFTBALL EQUIPMENT	71	78
	OWN FREE WEIGHTS/DUMBELLS	86	91
	OWN SOCCER EQUIPMENT	61	70
	OWN HUNTING CLOTHES	60	61
	OWN SNOW SKIS	62	71
	OWN SKI BOOTS	65	75
	OWN PERSONAL WATERCRAFT (IE JETSKI)	65	71
	OWN BICYCLE	79	84
	OWN HOME GYM EQUIPMENT	76	82
	OWN ROWING MACHINE	73	75
	OWN STATIONARY BICYCLE	80	80
	OWN FOOTBALL(S)	81	88
	OWN TREADMILL	67	74
	OWN STAIR CLIMBING MACHINE	89	93
	OWN CROSS COUNTRY SKI EXERCISER	58	66
	OWN BACKPACKING EQUIPMENT	67	77
	OWN CAMPING TENTS	64	69
	OWN CAMPING LANTERNS	62	67
	OWN OTHER CAMPING EQUIPMENT	64	69
	OWN BASKETBALL(S)	82	88
	OWN FACTORY LOADED AMMUNITION	61	62
	OWN GOLF BALLS	59	68
	OWN GOLF GLOVES	60	69
	SHOPPED AT 7-ELEVEN CONVENIENCE STORE DURING LAST 4 WEEKS	102	103
	OWN RACQUETBALL BALLS	76	83
	OWN SKI POLES	62	71
	OWN TENNIS BALLS	68	77
	OWN ANY SPORTING GOODS	94	95
	OWN SKATEBOARD	76	81
	OWN SNOWBOARD	61	69
	OWN GOLF CLUBS	61	70
	PURCHASED TENNIS RACQUET DURING LAST 12 MONTHS	63	72
	PURCHASED FISHING ROD DURING LAST 12 MONTHS	97	97
	PURCHASED FISHING REEL DURING LAST 12 MONTHS	91	93
	PURCHASED RIFLE FOR HUNTING DURING LAST 12 MONTHS	86	76
	PURCHASED SHOTGUN FOR HUNTING DURING LAST 12 MONTHS	106	100
	PURCHASED AIRGUN DURING LAST 12 MONTHS	90	96
	PURCHASED BOWLING BALL DURING LAST 12 MONTHS	95	95
	PURCHASED RACQUETBALL RACQUET DURING LAST 12 MONTHS	75	85
	PURCHASED BASEBALL/SOFTBALL EQUIPMENT DURING LAST 12 MONTHS	72	80
	PURCHASED FREE WEIGHTS/DUMBELLS DURING LAST 12 MONTHS	105	110
	PURCHASED SOCCER EQUIPMENT DURING LAST 12 MONTHS	57	65
	PURCHASED HUNTING CLOTHES DURING LAST 12 MONTHS	69	71
	PURCHASED SNOW SKIS DURING LAST 12 MONTHS	89	89
	PURCHASED SKI BOOTS DURING LAST 12 MONTHS	103	102
	PURCHASED PERSONAL WATERCRAFT (IE JETSKI) DURING LAST 12 MONTHS	84	94
	PURCHASED BICYCLE DURING LAST 12 MONTHS	87	93
	PURCHASED HOME GYM EQUIPMENT DURING LAST 12 MONTHS	83	85
	PURCHASED ROWING MACHINE DURING LAST 12 MONTHS	167	154
	PURCHASED STATIONARY BICYCLE DURING LAST 12 MONTHS	80	86
	PURCHASED FOOTBALL(S) DURING LAST 12 MONTHS	82	89
	PURCHASED TREADMILL DURING LAST 12 MONTHS	82	88
	PURCHASED STAIR CLIMBING MACHINE DURING LAST 12 MONTHS	142	132
	PURCHASED CROSS COUNTRY SKI EXERCISER DURING LAST 12 MONTHS	147	144
	PURCHASED BACKPACKING EQUIPMENT DURING LAST 12 MONTHS	78	90
	PURCHASED CAMPING TENTS DURING LAST 12 MONTHS	76	81
	PURCHASED CAMPING LANTERNS DURING LAST 12 MONTHS	70	76
	PURCHASED OTHER CAMPING EQUIPMENT DURING LAST 12 MONTHS	68	76

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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	PURCHASED BASKETBALL(S) DURING LAST 12 MONTHS	89	95
	PURCHASED FACTORY LOADED AMMUNITION DURING LAST 12 MONTHS	71	71
	PURCHASED GOLF BALLS DURING LAST 12 MONTHS	60	70
	PURCHASED GOLF GLOVES DURING LAST 12 MONTHS	57	68
	PURCHASED RACQUETBALL BALLS DURING LAST 12 MONTHS	85	92
	PURCHASED SKI POLES/N DURING LAST 12 MONTHS	88	91
	PURCHASED AN AIRGUN DURING LAST 12 MONTHS	61	71
	PURCHASED ANY SPORTING GOODS DURING LAST 12 MONTHS	75	80
	PURCHASED SKATEBOARD DURING LAST 12 MONTHS	76	80
	PURCHASED SNOWBOARD DURING LAST 12 MONTHS	68	74
	PURCHASED GOLF CLUBS DURING LAST 12 MONTHS	64	73
	VISITED A SHOPPING MALL 8-9 TIMES DURING LAST 4 WEEKS	163	154
	VISITED A SHOPPING MALL DURING LAST 4 WEEKS	98	99
	VISITED A SHOPPING MALL 10 OR MORE TIMES DURING LAST 4 WEEKS	134	130
	VISITED A SHOPPING MALL 6-7 TIMES DURING LAST 4 WEEKS	104	101
	VISITED A SHOPPING MALL 4-5 TIMES DURING LAST 4 WEEKS	103	105
	VISITED STRIP MALLS 6-7 TIMES DURING LAST 4 WEEKS	82	89
	VISITED A SHOPPING MALL 1-3 TIMES DURING LAST 4 WEEKS	93	94
	VISITED STRIP MALLS DURING LAST 4 WEEKS	87	91
	VISITED STRIP MALLS 10 OR MORE TIMES DURING LAST 4 WEEKS	104	109
	VISITED STRIP MALLS 8-9 TIMES DURING LAST 4 WEEKS	87	95
	VISITED STRIP MALLS 4-5 TIMES DURING LAST 4 WEEKS	83	89
	VISITED STRIP MALLS 1-3 TIMES DURING LAST 4 WEEKS	89	91
	SOMETIMES REFER TO ANNOUNCEMENTS IN STORE WHEN FOOD SHOPPING	96	96
	SOMETIMES REFER ON THE INTERNET WHEN FOOD SHOPPING	87	92
	SOMETIMES REFER ON THE INTERNET WHEN SHOPPING (EXCLUDING FOOD)	82	89
	PURCHASED HOME ELECTRONICS DURING LAST 4 WEEKS	85	91
	SOMETIMES REFER TO OVERHEAD AISLE MARKERS WHEN FOOD SHOPPING	95	96
	SOMETIMES REFER TO MESSAGE/OFFERS AT THE SHELF WHEN FOOD SHOPPING	91	94
	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN FOOD SHOPPING	105	104
	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN FOOD SHOPPING	97	99
	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN SHOPPING (EXCLUDING FC	95	97
	SOMETIMES REFER TO COMPUTERIZED INFORMATION/COUPON CENTER WHEN FOOD S	97	99
	SOMETIMES REFER TO RADIO/PUBLIC ADDRESS ANNOUNCEMENTS WHEN FOOD SHOPI	98	99
	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN FOOD SHOPPING	90	91
	SOMETIMES REFER TO IN-STORE SAMPLES WHEN FOOD SHOPPING	91	93
	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN FOOD SHOPPING	100	102
	SOMETIMES REFER TO DEPARTMENTAL SIGNS OR AISLE MARKERS IN STORE WHEN SH	91	93
	SOMETIMES REFER SIGNS ON MERCHANDISE RACK/SHELVES WHEN SHOPPING (EXCLL	91	93
	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN SHOPPING (EXCLUDI	107	105
	SOMETIMES REFER STORE BROCHURES/FLYERS WHEN SHOPPING (EXCLUDING FOOD)	91	93
	SOMETIMES REFER TO RADIO/PUBLIC ADD ANOUNCEMENT IN STORE WHEN SHOPPING	99	100
	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN SHOPPING (EXCLUDING FOOT	103	105
	SOMETIMES REFER TO LIGHTED MERCHANDISE GRAPHICS WHEN SHOPPING (EXCLUDI	91	92
	PURCHASED ACCESSORIES FROM A CATALOG DURING LAST 12 MONTHS	104	103
	PURCHASED MENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	74	79
	PURCHASED WOMENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	90	93
	PURCHASED HOME LINENS FROM A CATALOG DURING LAST 12 MONTHS	96	94
	PURCHASED AUTOMOTIVE FROM A CATALOG DURING LAST 12 MONTHS	72	75
	USE CENTS-OFF COUPONS FROM INTERNET OR E-MAIL	78	84
	SPENT \$30 OR LESS ON AVERAGE PER WEEK ON GROCERY SHOPPING	158	149
	SPENT \$150 OR MORE ON AVERAGE PER WEEK ON GROCERY SHOPPING	97	101
	SPENT \$125-\$149 ON AVERAGE PER WEEK ON GROCERY SHOPPING	85	88
	SPENT \$101-\$124 ON AVERAGE PER WEEK ON GROCERY SHOPPING	84	85
	SPENT \$81-\$100 ON AVERAGE PER WEEK ON GROCERY SHOPPING	93	92
	SPENT \$71-80 ON AVERAGE PER WEEK ON GROCERY SHOPPING	111	112
	SPENT \$61-70 ON AVERAGE PER WEEK ON GROCERY SHOPPING	107	101
	SPENT \$51-\$60 ON AVERAGE PER WEEK ON GROCERY SHOPPING	100	100
	SPENT \$41-50 ON AVERAGE PER WEEK ON GROCERY SHOPPING	132	130
	SPENT \$31-40 ON AVERAGE PER WEEK ON GROCERY SHOPPING	120	111
	USE CENTS-OFF COUPONS	93	94
	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS RECEIVED BY MAIL	83	85
	USE CENTS-OFF COUPONS FROM OTHER ITEMS RECEIVED BY MAIL	86	88
	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS INSERTED IN NEWSPAPER	84	86
	USE CENTS-OFF COUPONS FROM OTHER NEWSPAPER INSERTS/ADVERTISEMENTS	84	87
	USE CENTS-OFF COUPONS FROM MAGAZINES	84	86
	USE CENTS-OFF COUPONS IN OR ON PACKAGES	82	86
	USE CENTS-OFF COUPONS HANDED OUT IN OR NEAR STORE	84	88
	USED AN ON-SHELF COUPON MACHINE	93	94
	USE CENTS-OFF COUPONS FOR DISCOUNT STORES	90	91
	REDEEM CENTS-OFF COUPONS AT DRUG STORES	97	97
	REDEEM CENTS-OFF COUPONS AT SUPERMARKET/GROCERY/CONVENIENCE STORES	90	92
	REDEEM CENTS-OFF COUPONS AT RESTAURANTS/FAST FOOD CHAINS	89	92
	REDEEM CENTS-OFF COUPONS AT NEWSSTANDS/TOBACCO STANDS	105	100
	USE CENTS-OFF COUPONS FOR BEAUTY/GROOMING PRODUCTS	83	85
	USE CENTS-OFF COUPONS FOR BEVERAGES	91	92
	USE CENTS-OFF COUPONS FOR DRUG PRODUCTS	87	88
	USE CENTS-OFF COUPONS FOR FAST FOOD/RESTAURANT	89	92
	USE CENTS-OFF COUPONS FOR FOOD/GROCERY PRODUCTS	87	89



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 Mosaic@/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE CENTS-OFF COUPONS FOR HOUSEHOLD CLEANING PRODUCTS	87	88
	USE CENTS-OFF COUPONS FOR PAPER GOODS	81	83
	USE CENTS-OFF COUPONS FOR PET FOODS	75	77
	USE CENTS-OFF COUPONS FOR TOBACCO PRODUCTS	104	99
	PRIMARY SHOPPERS GENDER: MALE	96	98
	SOMETIMES REFER TO FREE STANDING DISPLAYS WITH PRODUCT WHEN FOOD SHOPP	90	92
	SOMETIMES REFER TO PROMOTION DISPLAYS WITHOUT PRODUCTS WHEN FOOD SHOI	97	100
	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN FOOD SHOPP	91	94
	SOMETIMES REFER TO FREE STANDING DISPLAYS WITH PRODUCT WHEN SHOPPING (E	93	95
	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN SHOPPING (EXCLUDING FC	94	95
	SOMETIMES REFER TO PROMOTIONS WITHOUT PRODUCTS WHEN SHOPPING (EXCLUDI	95	98
	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN SHOPPING (E	90	92
	OWN COOLERS	76	80
	PURCHASED COOLERS DURING LAST 12 MONTHS	91	93
	SHOPPED AT JO-ANN STORES DURING LAST 3 MONTHS	79	85
	BOUGHT AUTOMOBILE DURING LAST 12 MONTHS	94	94
	BOUGHT HOME ELECTRONICS DURING LAST 12 MONTHS	91	94
	BOUGHT MAJOR HOUSEHOLD APPLIANCES DURING LAST 12 MONTHS	85	88
	BOUGHT SPORTING GOODS DURING LAST 12 MONTHS	75	80



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
SPANISH LANGUAGE MEDIA - TOPLINE	LISTEN TO SPANISH ON RADIO MON-SUN TOTAL (24 HRS)	63	63



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
TELECOM	CELL/WIRELESS PHONE BILL LAST MONTH WAS LESS THAN \$50	102	101
	MADE A 900 PHONE CALL DURING THE LAST 6 MONTHS	98	106
	MADE COLLECT CALLS WITHIN THE US DURING LAST 3 MONTHS	178	165
	MADE COLLECT CALLS OUTSIDE THE US DURING LAST 3 MONTHS	109	108
	CURRENT CELL/WIRELESS PHONE PLAN IS AN ANNUAL OR MULTI-YEAR CONTRACT	84	88
	76%-100% OF CELL/WIRELESS PHONE USAGE FOR BUSINESS	70	77
	CURRENT CELL/WIRELESS PHONE PLAN IS A PREPAID PLAN	121	115
	CURRENT CELL/WIRELESS PHONE PLAN IS A NO CONTRACT PLAN (NOT A PREPAID PLA	124	117
	USE AN INDIVIDUAL PLAN FOR CELL/WIRELESS PHONE	109	108
	USE A FAMILY PLAN FOR CELL/WIRELESS PHONE	82	86
	USE VIDEO TELEPHONE	92	86
	OWN A CELL/WIRELESS PHONE	95	97
	CELL/WIRELESS PHONE USED FOR BUSINESS	68	76
	CELL/WIRELESS PHONE USED FOR PERSONAL USE	97	97
	CELL/WIRELESS PHONE BILL LAST MONTH WAS \$250 OR MORE	102	107
	USED LOCAL TELEPHONE (FOR BUSINESS/PERSONAL) DURING LAST 30 DAYS	99	99
	USE PAGERS-BEEPERS	96	102
	USE NATIONWIDE COVERAGE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	75	84
	USE CAMERA/PICTURE PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	87	93
	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	114	116
	USE SMS TEXT MESSAGING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	97	100
	USE THREE WAY CALLING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	124	127
	USE BLUETOOTH AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	90	97
	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	112	112
	USE MP3/DIGITAL MUSIC PLAYER AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHO	111	118
	USE WALKIE-TALKIE/PUSH-TO-TALK AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PI	108	107
	DO NOT USE CELL/WIRELESS PHONE FOR BUSINESS	99	98
	USE CREDIT/PRE-PAID CALL CARDS	100	100



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
TOBACCO	SMOKE SOLE BRAND CIGARETTES	130	128
	SMOKE PRIMARY BRAND CIGARETTES	139	133
	USE CHEWING TOBACCO (ANY)	68	71
	USED SOLE METHOD USER TO QUIT SMOKING DURING LAST 12 MONTHS	137	137
	SMOKE OTHER GENERIC/STORE/NO NAME BRAND CIGARETTES	95	90
	SMOKE OTHER BRAND NAME CIGARETTES	108	108
	SMOKE ANY GENERIC/STORE BRAND CIGARETTES	122	117
	SMOKE ANY BRAND OF CIGARETTES	136	133
	SMOKE CIGARETTES	133	130
	USE TOBACCO PRODUCTS	113	112
	USE PIPE TOBACCO	82	90
	USE ROLL-YOUR-OWN TOBACCO	150	146
	TRIED TO QUIT SMOKING DURING LAST 12 MONTHS	143	141
	USED ACUPUNCTURE TO QUIT SMOKING DURING LAST 12 MONTHS	128	110
	USED COLD TURKEY METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	168	170
	USED GRADUAL REDUCTION METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	111	105
	USED A HYPNOSIS PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS	183	170
	USED NICOTINE PATCH TO QUIT SMOKING DURING LAST 12 MONTHS	148	139
	USED A QUIT SMOKING PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS	147	146
	USED OTHER METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	116	110
USED GUM TO QUIT SMOKING DURING LAST 12 MONTHS	128	123	