

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	EAT STORE BRAND MIXES RICE/RICE DISHES	97	96
	EAT KNORR RICE MIXES RICE/RICE DISHES	93	89
	HOUSEHOLD USES CAN/JAR SPAGHETTI/MACARONI	108	107
	EAT CAMPBELLS SPAGHETTIOS CAN/JAR SPAGHETTI/MACARONI	115	115
	EAT HEINZ CAN/JAR SPAGHETTI/MACARONI	172	165
	EAT PROGRESSO CAN/JAR SPAGHETTI/MACARONI	130	129
	EAT STORE BRAND CAN/JAR SPAGHETTI/MACARONI	105	101
	HOUSEHOLD USES PREPARED LUNCH KITS	121	120
	USE KOSHERABLES PREPARED LUNCH KITS	166	147
	USE STARKIST TUNA SALAD PREPARED LUNCH KIT	155	148
	HOUSEHOLD USED DRY PACKAGED PASTA	99	99
	USE BARILLA DRY PACKAGED PASTA	87	91
	USE GOYA DRY PACKAGED PASTA	114	115
	USE STORE BRAND DRY PACKAGED PASTA	99	99
	USE DIGIORNO DRY PACKAGED PASTA	116	116
	HOUSEHOLD EATS COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	106	105
	USE OLD EL PASO COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	190	184
	USE GAMESA DRY PACKAGED PASTA	64	63
	USE KRAFT MACARONI AND CHEESE (REGULAR) COMPLETE PACKAGED PREPARED DISHES	103	102
	HOUSEHOLD USES NON-STICK COOKING SPRAY	94	95
	HOUSEHOLD USES SHORTENING	107	105
	USE CRISCO BUTTER FLAVOR SHORTENING	95	94
	USE CRISCO REGULAR SHORTENING	109	107
	HOUSEHOLD USES CANNED TOMATOES	96	96
	USE GOYA MEXICAN FOOD AND INGREDIENTS	118	121
	USE DEL MONTE CANNED TOMATOES	106	105
	USE STORE BRAND CANNED TOMATOES	80	82
	USE RO-TEL CANNED TOMATOES	89	92
	USE GOYA CANNED TOMATOES	137	132
	USE GOYA TOMATO SAUCE	96	100
	USE GOYA TOMATO PASTE	135	132
	USE GOYA CAN TOMATOES/TOMATO PASTE/SUACE	115	112
	HOUSEHOLD USES TOMATO SAUCE	95	96
	USE DEL MONTE TOMATO SAUCE	99	99
	USE PROGRESSO TOMATO SAUCE	131	130
	USE STORE BRAND TOMATO SAUCE	84	87
	USE RO-TEL TOMATO SAUCE	130	123
	HOUSEHOLD USES TOMATO PASTE	98	100
	USE DEL MONTE TOMATO PASTE	111	110
	USE PROGRESSO TOMATO PASTE	110	107
	USE STORE BRAND TOMATO PASTE	88	91
	USE RO-TEL TOMATO PASTE	161	154
	HOUSEHOLD USES MEXICAN FOOD AND INGREDIENTS	92	93
	USE FRITO-LAY MEXICAN FOOD AND INGREDIENTS	102	100
	USE LA VICTORIA MEXICAN FOOD AND INGREDIENTS	74	81
	USE OLD EL PASO MEXICAN FOOD AND INGREDIENTS	95	97
	USE ORTEGA MEXICAN FOOD AND INGREDIENTS	86	88
	HOUSEHOLD USES BREAD CRUMBS, COATING AND STUFFING MIXES	94	95
	USE KELLOGGS BREAD CRUMB, COATING, AND STUFFING MIXES	126	122
	USE PEPPERIDGE FARM BREAD CRUMB, COATING, AND STUFFING MIXES	99	99
	USE STORE BRAND BREAD CRUMB, COATING, AND STUFFING MIXES	86	87
	HOUSEHOLD USES CANNED OR JARRED FRUIT	102	101
	HOUSEHOLD USES NUTS FOR COOKING AND SNACKS	96	96
	USE KASHI HEART TO HEART BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	124	113
	USE PLANTERS NUTS FOR COOKING AND SNACKS	107	107
	USE STORE BRAND NUTS FOR COOKING AND SNACKS	79	83
	HOUSEHOLD USES DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	102	101
	USE BETTY CROCKER DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	171	166
	USE AUNT JEMIMA DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	134	130
	USE HUNGRY JACK (PILLSBURY) DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	143	140
	USE MRS BUTTERWORTHS DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	235	223
	HOUSEHOLD USES REFRIGERATED/ FROZEN DOUGH PRODUCTS	103	104
	HOUSEHOLD USES CANNED MILK	112	110
	HOUSEHOLD USES BORDEN EAGLE BRAND SWEETENED CONDENSED MILK CANNED MILK	103	102
	HOUSEHOLD USES CARNATION EVAPORATED MILK CANNED MILK	120	117
	HOUSEHOLD USES NESTLE LA LECHERA CONDENSED MILK CANNED MILK	89	90
	HOUSEHOLD USES LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	129	127
	USE CARNATION INSTANT BREAKFAST LIQUID BREAKFAST/NUTRITIONAL SUPPLEMENT	144	144
	USE SLIM-FAST LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	141	145
	HOUSEHOLD USES EGGS	99	99
	USE STORE BRAND BEST EGGS	98	98
	USE EGGLANDS BEST EGGS	118	117
	HOUSEHOLD USES PICKLES	100	100
	USE CLAUSSEN PICKLES	94	96
	USE DEL MONTE PICKLES	161	150
	USE MT OLIVE PICKLES	122	122
	USE STORE BRAND PICKLES	102	102
	USE LOW FAT/FAT FREE PRODUCTS	95	97
	USE NESTLE GOOD START LIQUID/POWDERED BABY FORMULA	151	131

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE ENFAMIL LIQUID/POWDERED BABY FORMULA	121	116
	USE SIMILAC LIQUID/POWDERED BABY FORMULA	119	118
	USE STORE BRAND LIQUID/POWDERED BABY FORMULA	83	87
	HOUSEHOLD USES BABY FOODS, BABY CEREALS AND JUICES	112	107
	USE GERBER 1ST FOODS BABY FOODS, BABY CEREALS/JUICES	178	163
	USE BEECH-NUT STAGE 1 BABY FOODS, BABY CEREALS/JUICES	183	154
	USE EARTHS BEST BABY FOODS/BABY CEREALS/JUICES	136	125
	USE HEINZ 1 BABY FOODS, BABY CEREALS/JUICES	170	157
	USE AUNT JEMIMA GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	194	190
	USE FARINA BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	103	104
	USE QUAKER QUICK OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	104	102
	USE QUAKER OLD FASHIONED OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	97	96
	USE QUAKER QUICK GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	226	209
	USE STORE BRAND BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	88	86
	EAT EARTH GRAINS BREAD	94	97
	EAT PEPPERIDGE FARM BREAD	101	103
	EAT ROMAN MEAL BREAD	140	134
	USE STORE BRAND PEANUT BUTTER	90	89
	USE LA COSTENA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	78	81
	USED CAMPBELLS HOMESTYLE PORK AND BEANS MOST IN LAST 30 DAYS	179	169
	USED CAMPBELLS PORTK AND BEANS MOST IN LAST 30 DAYS	131	125
	USE STORE BRAND PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	105	103
	USE CAMPBELLS CONDENSED SOUP CANNED OR JARRED SOUP/BROTH	95	95
	USE HEALTHY CHOICE SOUP CANNED OR JARRED SOUP/BROTH	109	105
	USE STORE BRAND CANNED OR JARRED SOUP/BROTH	90	90
	USE KNORR CANNED OR JARRED SOUP/BROTH	91	93
	USE KNORR BOUILLON DRY SOUP/LUNCH MIX AND DRY BOUILLON	82	83
	USE CAMPBELLS DRY SOUP MIX DRY SOUP/LUNCH MIX AND DRY BOUILLON	120	118
	USE LIPTON CUP OF SOUP DRY SOUP/LUNCH MIX AND DRY BOUILLON	133	127
	USE CRISCO BUTTER NON-STICK COOKING SPRAY	123	122
	USE CRISTO ORIGINAL NON-STICK COOKING SPRAY	126	120
	HOUSEHOLD USES CAN TOMATOES/TOMATO PASTE/SUACE	98	98
	USE DEL MONTE CAN TOMATOES/TOMATO PASTE/SUACE	105	104
	USE PROGRESSO CAN TOMATOES/TOMATO PASTE/SUACE	132	129
	USE STORE BRAND CAN TOMATOES/TOMATO PASTE/SUACE	87	88
	USE RO-TEL CAN TOMATOES/TOMATO PASTE/SUACE	98	99
	USE MULTI GRAIN CHEERIOS BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	86	86
	USE CHEERIOS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	93	92
	USE CINNAMON TOAST CRUNCH BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	115	115
	USE QUAKER LIFE (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	98	98
	USE KELLOGGS RAISIN BRAN (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 D	109	107
	USE KELLOGGS SPECIAL K (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DA	83	86
	USE QUAKER CINNAMON LIFE BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	77	80
	USE POST GRAPE-NUTS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	79	80
	USE POST PREMIUM RAISIN BRAN BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	90	97
	USE QUAKER OATMEAL SQUARES BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	74	77
	USE OTHER QUAKER BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	107	101
	USE STORE BRAND BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	91	92
	USE KELLOGGS SPECIAL K RED BERRIES BREAKFAST COLD CEREALS MOST IN LAST 7 I	81	87
	USED ROSARITA PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	71	72
	USE LAND O LAKES BEST EGGS	143	140



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - MEAT	EAT HORMEL FRANKFURTERS AND HOT DOGS	122	122
	EAT OSCAR MEYER FRANKFURTERS AND HOT DOGS	118	116
	HOUSEHOLD EATS FRESH BRATWURST	97	97
	USE BOB EVANS FRESH BRATWURST	205	182
	USE JOHNSONVILLE FRESH BRATWURST	93	93
	USE BEEF-STEAK MEAT/FISH/POULTRY (FRESH-FROZEN)	91	93
	USE HORMEL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	113	113
	HOUSEHOLD USES GARDENBURGER MEAT ALTERNATIVES	125	123
	USE GARDENBURGER MEAT ALTERNATIVES	92	95
	USE MORNINGSTAR MEAT ALTERNATIVES	119	117
	USE WHITE WAVE MEAT ALTERNATIVES	149	145
	HOUSEHOLD EATS MEAT SNACKS AND BEEF JERKY	98	99
	USE OBERTO MEAT SNACKS AND BEEF JERKY	65	71
	USE JACK LINKS MEAT SNACKS AND BEEF JERKY	96	96
	USE FRESH BREAST OF TURKEY MEAT/FISH/POULTRY (FRESH-FROZEN)	106	106
	HOUSEHOLD EATS COLD CUTS (PACKAGED OR FRESH CUT/DELI)	101	101
	USE BUTTERBALL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	141	135
	USE HEALTHY CHOICE COLD CUTS (PACKAGED OR FRESH CUT/DELI)	101	104
	USE LOUIS RICH COLD CUTS (PACKAGED OR FRESH CUT/DELI)	153	147
	USE OSCAR MEYER COLD CUTS (PACKAGED OR FRESH CUT/DELI)	119	116
	USE TYSON COLD CUTS (PACKAGED OR FRESH CUT/DELI)	143	138
	USE BOARS HEAD COLD CUTS (PACKAGED OR FRESH CUT/DELI)	99	104
	USE SARA LEE PREMIUM DELI COLD CUTS (PACKAGED OR FRESH CUT/DELI)	105	106
	HOUSEHOLD EATS BACON	102	102
	USE HORMEL BACON	98	101
	USE LOUIS RICH BACON	161	160
	USE OSCAR MAYER BACON	99	100
	USE JIMMY DEAN BACON	182	178
	USE TYSON BACON	156	151
	HOUSEHOLD USES SAUSAGES	106	105
	USE BOB EVANS SAUSAGES	138	131
	USE JIMMY DEAN SAUSAGES	120	115
	USE JOHNSONVILLE SAUSAGES	115	113
	HOUSEHOLD EATS FRANKFURTERS AND HOT DOGS	102	101
	EAT BALL PARK FRANKFURTERS AND HOT DOGS	115	113
	EAT BEST KOSHER FRANKFURTERS AND HOT DOGS	149	151
	EAT BUTTERBALL FRANKFURTERS AND HOT DOGS	219	204
	EAT HEBREW NATIONAL FRANKFURTERS AND HOT DOGS	97	102
	EAT HEALTHY CHOICE FRANKFURTERS AND HOT DOGS	140	139
	HOUSEHOLD USES MEAT AND FISH EXTENDERS	123	119
	USE HAMBURGER HELPER MEAT AND FISH EXTENDERS	135	130
	USE TUNA HELPER MEAT AND FISH EXTENDERS	143	139
	USE STOVE TOP OVEN CLASSICS MEAT AND FISH EXTENDERS	158	153
	USE CAMPBELLS SUPPER BAKES MEAT AND FISH EXTENDERS	134	136
	HOUSEHOLD EATS TUNA (CAN OR POUCH)	100	100
	EAT BUMBLE BEE TUNA (CAN OR POUCH)	110	111
	EAT CHICKEN OF THE SEATUNA (CAN OR POUCH)	108	107
	EAT STARKISTTUNA (CAN OR POUCH)	112	111



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - SNACK/DESSERT	EAT QUAKER FRUIT AND OATMEAL TOASTABLES TOASTER PASTRIES	213	199
	EAT LAYS LIGHT POTATO CHIPS	111	108
	USE DORITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	108	107
	USE FRITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	105	103
	USE TOSTITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	80	85
	EAT ENTENMANN'S SNACK CAKES (READY-TO-EAT)	141	138
	EAT SARA LEE SNACK CAKES (READY-TO-EAT)	208	202
	EAT JELL-O PUDDING	98	98
	USE JELL-O GELATIN FLAVORED GELATIN DESSERTS	91	92
	EAT PRINGLES POTATO CHIPS	109	108
	CHEW AQUAFRESH DENTAL GUM CHEWING/BUBBLE GUM	131	131
	CHEW WRIGLEYS ECLIPSE CHEWING/BUBBLE GUM	105	108
	USE NABISCO NEWTONS COOKIES (READY-TO-EAT)	123	117
	USE NABISCO DOUBLE STUFF OREO COOKIES (READY-TO-EAT)	96	95
	EAT KASHI ENERGY/DIET SNACKS/BARS	83	86
	USE ICE BREAKERS BREATHE MINTS	128	127
	EAT QUAKER BREAKFAST BARS NUTRITIONAL SNACKS	120	121
	HOUSEHOLD EATS ENERGY/DIET SNACKS/BARS	100	104
	EAT SLIM-FAST SNACK BARS ENERGY/DIET SNACKS/BARS	131	132
	CHEW BUBBLE YUM CHEWING/BUBBLE GUM	155	148
	CHEW CAREFREE CHEWING/BUBBLE GUM	115	112
	USE TIC TAC BREATHE MINTS	109	107
	EAT JOLLY RANCHERS CHOCOLATE AND HARD ROLL CANDY	186	176
	EAT MANDMS CHOCOLATE AND HARD ROLL CANDY	94	95
	EAT MILKY WAY CHOCOLATE AND HARD ROLL CANDY	117	116
	EAT SNICKERS CHOCOLATE AND HARD ROLL CANDY	109	110
	EAT REESES PEANUT BUTTER CUPS CHOCOLATE AND HARD ROLL CANDY	99	100
	CHEW ICE BREAKERS CHEWING/BUBBLE GUM	105	104
	HOUSEHOLD EATSTOASTER PASTRIES	109	108
	EAT KELLOGS POP TARTS (REGULAR) TOASTER PASTRIES	111	111
	EAT PILLSBURY TOASTER STRUDEL TOASTER PASTRIES	102	102
	HOUSEHOLD EATS DONUTS/DOUGHNUTS	111	109
	USE ENTENMANN'S DONUTS/DOUGHNUTS	151	150
	USE DUNKIN DONUTS	137	131
	HOUSEHOLD EATS ICE CREAM AND SHERBET	101	101
	EAT BEN AND JERRY'S ICE CREAM AND SHERBET	94	100
	EAT DREYERS ICE CREAM AND SHERBET	85	92
	EAT HAAGAN-DAZS ICE CREAM AND SHERBET	127	128
	EAT HEALTHY CHOICE ICE CREAM AND SHERBET	110	105
	EAT TURKEY HILL ICE CREAM AND SHERBET	117	117
	EAT WEIGHT WATCHERS ICE CREAM AND SHERBET	118	118
	EAT STORE BRAND ICE CREAM AND SHERBET	97	96
	EAT NESTLE ICE CREAM AND SHERBET	137	132
	EAT DEANS ICE CREAM AND SHERBET	174	152
	EAT STARBUCKS ICE CREAM AND SHERBET	130	129
	EAT UTZ PRETZELS	112	118
	EAT HEALTHY CHOICE POPCORN PRODUCTS	92	94
	USE CORNNUTS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	143	131
	USE PRINGLES CORN AND TORTILLA CHIPS AND CHEESE SNACKS	126	121
	EAT TGI FRIDAYS POTATO CHIPS	116	122
	EAT TERRA POTATO CHIPS	83	87
	EAT KEEBLER TOWN HOUSE (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	125	118
	EAT NABISCO CHICKEN IN A BISKET SNACK CRACKERS/SALTINES/GRAHAM	108	104
	EAT NABISCO GRAHAM'S (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	127	124
	HOUSEHOLD EATS PRETZELS	94	95
	EAT SNYDERS OF HANOVER PRETZELS	85	89
	EAT ROLD GOLD PRETZELS	94	96
	EAT STORE BRAND PRETZELS	91	91
	HOUSEHOLD EATS POTATO CHIPS	103	103
	EAT JAYS POTATO CHIPS	180	166
	EAT LAYS (REGULAR) POTATO CHIPS	107	106
	EAT BAKED! LAYS POTATO CHIPS	91	94
	HOUSEHOLD EATS POPCORN PRODUCTS	100	101
	EAT ORVILLE REDENBACHER POPCORN PRODUCTS	100	101
	EAT ACT II POPCORN PRODUCTS	110	107
	EAT STORE BRAND POPCORN PRODUCTS	94	92
	HOUSEHOLD EATS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	98	98
	USE CHEE-TOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	113	110
	USE STORE BRAND CORN AND TORTILLA CHIPS AND CHEESE SNACKS	89	88
	HOUSEHOLD EATS SNACK CRACKERS/SALTINES/GRAHAM	100	100
	EAT CARRS SNACK CRACKERS/SALTINES/GRAHAM	94	100
	EAT KEEBLER CLUB SNACK CRACKERS/SALTINES/GRAHAM	110	109
	EAT KEEBLER ZESTA SNACK CRACKERS/SALTINES/GRAHAM	96	93
	EAT NABISCO HONEY MAID GRAHAM'S SNACK CRACKERS/SALTINES/GRAHAM	123	120
	EAT NABISCO PREMIUM SALTINES SNACK CRACKERS/SALTINES/GRAHAM	92	92
	EAT NABISCO RITZ (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	99	100
	EAT RY-KRISP SNACK CRACKERS/SALTINES/GRAHAM	75	77
	EAT NABISCO WHEAT THINS (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	72	79
	EAT PEPPERIDGE FARM GOLDFISH SNACK CRACKERS/SALTINES/GRAHAM	86	93



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	EAT SUNSHINE CHEEZ-IT SNACK CRACKERS/SALTINES/GRAHAM	127	125
	EAT SUNSHINE KRISPY SALTINES SNACK CRACKERS/SALTINES/GRAHAM	119	113
	EAT STORE BRAND SNACK CRACKERS/SALTINES/GRAHAM	93	92
	EAT NABISCO KRAFT CHEESE NIPS SNACK CRACKERS/SALTINES/GRAHAM	127	123
	HOUSEHOLD EATS COOKIES (READY-TO-EAT)	105	105
	USE KEEBLER VIENNA FINGERS COOKIES (READY-TO-EAT)	139	137
	USE MRS FIELDS COOKIES (READY-TO-EAT)	144	138
	USE ENTENMANN'S COOKIES (READY-TO-EAT)	153	145
	USE GRANDMAS RICHN CHEWY COOKIES (READY-TO-EAT)	198	180
	USE KEEBLER SANDIES PECAN COOKIES (READY-TO-EAT)	128	123
	USE LITTLE DEBBIE COOKIES (READY-TO-EAT)	137	130
	USE MOTHERS COOKIES (READY-TO-EAT)	77	77
	USE NABISCO CHIPS AHOY (REGULAR) COOKIES (READY-TO-EAT)	103	101
	USE NABISCO NILLA WAFERS COOKIES (READY-TO-EAT)	119	119
	USE NABISCO OREO (REGULAR) COOKIES (READY-TO-EAT)	95	96
	USE NABISCO SNACKWELLS COOKIES (READY-TO-EAT)	125	121
	USE STORE BRAND COOKIES (READY-TO-EAT)	90	87
	USE LA MODERNA COOKIES (READY-TO-EAT)	59	57
	USE NABISCO BARNUMS ANIMAL CRACKERS COOKIES (READY-TO-EAT)	101	102
	USE GAMESA COOKIES (READY-TO-EAT)	67	62
	USE NABISCO TEDDY GRAHAMS COOKIES (READY-TO-EAT)	142	140
	HOUSEHOLD EATS SNACK CAKES (READY-TO-EAT)	124	120
	EAT LITTLE DEBBIE SNACK CAKES (READY-TO-EAT)	128	124
	HOUSEHOLD EATS PUDDING	98	98
	EAT BETTY CROCKER PUDDING	150	138
	HOUSEHOLD USES FLAVORED GELATIN DESSERTS	97	97
	USE STORE BRAND FLAVORED GELATIN DESSERTS	93	90
	HOUSEHOLD USES DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	97	97
	USE BREAKSTONE DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	129	127
	USE DEANS DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	86	89
	USE FRITO-LAY DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	128	125
	USE HIDDEN VALLEY RANCH DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	102	102
	USE KNORR DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	83	87
	USE KRAFT DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	133	128
	USE CHEEZ WHIZ DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	174	162
	USE ECLIPSE BREATH MINTS	116	119
	CHEW TRIDENT WHITE CHEWING/BUBBLE GUM	104	105
	CHEW OTHER TRIDENT CHEWING/BUBBLE GUM	94	96
	CHEW CHICLETS CHEWING/BUBBLE GUM	105	105
	EAT KRAFT HANDI-SNACKS PUDDING	117	113
	EAT STORE BRAND PUDDING	95	96
	EAT NESTLE TURTLES CHOCOLATE AND HARD ROLL CANDY	184	178
	CHEW CHEWING GUM/BUBBLE GUM	106	106
	CHEW BUBBLICIOUS CHEWING/BUBBLE GUM	150	140
	CHEW WRIGLEYS JUICY FRUIT CHEWING/BUBBLE GUM	147	140
	CHEW WRIGLEYS SPEARMINT CHEWING/BUBBLE GUM	125	123
	USE BREATH MINTS/STRIPS	114	113
	EAT GODIVA CHOCOLATE AND HARD ROLL CANDY	97	100
	EAT CHOCOLATE/HARD ROLL CANDY	101	101
	EAT CADBURY CHOCOLATE AND HARD ROLL CANDY	110	110
	EAT ALMOND JOY CHOCOLATE AND HARD ROLL CANDY	123	119
	EAT BRACHS CHOCOLATE AND HARD ROLL CANDY	131	124
	EAT HERSHEY'S ALMOND CHOCOLATE AND HARD ROLL CANDY	115	110
	EAT DOVE CHOCOLATE PROMISES CHOCOLATE AND HARD ROLL CANDY	88	92
	EAT HERSHEY'S KISSES CHOCOLATE AND HARD ROLL CANDY	95	95
	EAT HERSHEY'S MILK CHOCOLATE CHOCOLATE AND HARD ROLL CANDY	105	104
	EAT HERSHEY'S MR GOODBAR CHOCOLATE AND HARD ROLL CANDY	143	137
	EAT NESTLE CRUNCH CHOCOLATE AND HARD ROLL CANDY	133	132
	EAT SKITTLES CHOCOLATE AND HARD ROLL CANDY	144	138
	EAT STARBURST CHOCOLATE AND HARD ROLL CANDY	161	160
	EAT 3 MUSKETEERS CHOCOLATE AND HARD ROLL CANDY	116	113
	EAT NUTRITIONAL SNACKS - GRANOLA, FRUIT, ETC	98	100
	EAT BETTY CROCKER FRUIT ROLL-UPS NUTRITIONAL SNACKS	159	153
	EAT DEL MONTE MIXED FRUIT NUTRITIONAL SNACKS	156	151
	EAT SNACKWELLS NUTRITIONAL SNACKS	191	188
	EAT KELLOGGS RICE KRISPIES TREATS NUTRITIONAL SNACKS	128	124
	EAT KELLOGGS NUTRI-GRAIN BARS NUTRITIONAL SNACKS	108	109
	EAT QUAKER CHEWY GRANOLA BARS NUTRITIONAL SNACKS	97	101
	EAT SUNKIST FUN FRUITS NUTRITIONAL SNACKS	162	156
	EAT POWER BAR (ORIGINAL) ENERGY/DIET SNACKS/BARS	99	108



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

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
HEALTH AND BEAUTY AIDS	USE SHISEIDO MOISTURIZERS/CREAMS/LOTIONS	98	111
	USE CHRISTIAN DIOR MASCARA	137	130
	USE OLAY LIPSTICK AND LIPGLOSS	161	139
	USE TARGON MOUTHWASH/DENTAL RINSE	133	123
	USE SURA ADVANTAGE DEODORANT/ANTI-PERSPERANTS	133	127
	USE SCHICK PROTECTOR RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	116	120
	USE ESSIE NAIL POLISH	111	107
	USE NEW FREEDOM SANITARY PADS AND NAPKINS	81	94
	USE VIADENT MOUTHWASH/DENTAL RINSE	174	165
	USE CONSORT HAIR SPRAY	71	73
	USE GRECIAN FORMULA HAIR COLORING PRODUCT	149	140
	USE INTERPLAL POWER TOOTHBRUSHES	107	99
	USE MERLE NORMAN FOUNDATION MAKE-UP MOST	80	74
	USE ULTIMA LI FOUNDATION MAKE-UP MOST	316	260
	USE FASHION FAIR EYE BROW PENCIL	377	345
	USE JANE EYE BROW PENCIL	133	140
	USE MERLE NORMAN EYE BROW PENCIL	72	77
	USE BONNE BELL EYE BROW PENCIL	95	104
	USE MERLE NORMAN LIPSTICK AND LIPGLOSS	78	83
	USE ULTIMA LI LIPSTICK AND LIPGLOSS	229	200
	USE CLARINS LIPSTICK AND LIPGLOSS	132	136
	USE JANE LIPSTICK AND LIPGLOSS	146	129
	USE METADENT MANUAL TOOTHBRUSHES	137	130
	USE GROOM AND CLEAN HAIR STYLING PRODUCTS	131	131
	USE CONSORT HAIR STYLING PRODUCTS	135	132
	USE FRUIT OF THE EARTH MOISTURIZERS/CREAMS/LOTIONS	141	136
	USE EPILADY ELECTRIC AND BATTERY SHAVERS	115	118
	USE AVON SUNTAN PRODUCTS (SPF 0-4)	136	132
	USE HAWAIIAN TROPIC SUNTAN PRODUCTS (SPF 0-4)	88	89
	USE JOHNSONS BABY OIL SUNTAN PRODUCTS	200	183
	USE BATH AND BODY WORKS SUNTAN PRODUCTS (SPF 0-4)	274	236
	USE BATH AND BODY WORKS SUNLESS TAN PRODUCTS	50	61
	USE COPPERTONE (ORIGINAL) SUNLESS TAN PRODUCTS	51	59
	USE AVON SUNLESS TAN PRODUCTS	69	65
	USE JOHNSONS BABY OIL SUNLESS TAN PRODUCTS	97	113
	USE LOREAL DERMO-EXPERTISE SUNTAN PRODUCTS (SPF 0-4)	312	265
	USE LOREAL DERMO-EXPERTISE SUNLESS TAN PRODUCTS	65	74
	USE ALPHA HYDROX MOISTURIZERS/CREAMS/LOTIONS	156	145
	USE ALPHA HYDROX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	141	136
	USE BASIS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	154	139
	USE CLARINS MASCARA	169	133
	USE PURPOSE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	214	187
	USE CARESS BAR SOAP	148	141
	USE COAST BAR SOAP	165	154
	USE DIAL BAR SOAP	119	117
	USE LOREAL FOR KIDS BABY/CHILDRENS SHAMPOO	79	88
	USE BIORE MOISTURIZERS/CREAMS/LOTIONS	156	149
	USE CARESS MOISTURIZERS/CREAMS/LOTIONS	234	229
	USE CLARINS MOISTURIZERS/CREAMS/LOTIONS	132	131
	USE CUREL MOISTURIZERS/CREAMS/LOTIONS	124	125
	USE ELIZABETH ARDEN MOISTURIZERS/CREAMS/LOTIONS	229	226
	USE JERGENS MOISTURIZERS/CREAMS/LOTIONS	140	136
	USE KERI MOISTURIZERS/CREAMS/LOTIONS	221	205
	USE LOREAL MOISTURIZERS/CREAMS/LOTIONS	106	108
	USE LUBRIDERM MOISTURIZERS/CREAMS/LOTIONS	109	112
	USE NEUTROGEN MOISTURIZERS/CREAMS/LOTIONS	103	108
	USE OLAY MOISTURIZERS/CREAMS/LOTIONS	98	100
	USE PONDS MOISTURIZERS/CREAMS/LOTIONS	110	105
	USE NEUTROGENA CLEAN SHAMPOO MOST IN LAST 7 DAYS	113	112
	USE OTHER NEUTROGENA SHAMPOO MOST IN LAST 7 DAYS	124	120
	USE NIZORAL SHAMPOO MOST IN LAST 7 DAYS	119	115
	USE NEUTROGENA CLEANHAIR CONDITIONER	172	158
	USE NEUTROGENA CONDITIONER (ORIGINAL) HAIR CONDITIONER	178	162
	USE OTHER NEUTROGENA HAIR CONDITIONER	161	148
	USE LA LOOKS HAIR SPRAY	116	115
	USE CHANEL FOUNDATION MAKE-UP MOST	138	132
	USE NEUTROGENA FOUNDATION MAKE-UP MOST	106	108
	USE OLAY FOUNDATION MAKE-UP MOST	101	100
	USE NEUTROGENA LIPSTICK AND LIPGLOSS	117	122
	USE AIM TOOTHPASTE MOST	151	138
	USE AQUAFRESH TOOTHPASTE	114	113
	USE CLOSE-UP TOOTHPASTE	190	179
	USE ARRID XX DEODORANT/ANTI-PERSPERANTS	107	108
	USE DEGREE DEODORANT/ANTI-PERSPERANTS	135	133
	USE DOVE DEODORANT/ANTI-PERSPERANTS	114	111
	USE RIGHT GUARD SPORT DEODORANT/ANTI-PERSPERANTS	90	91
	USE DOVE SILK PROTECTION DEODORANT/ANTI-PERSPERANTS	195	186
	USE DRY IDEA DEODORANT/ANTI-PERSPERANTS	93	94
	USE GILLETTE SERIES DEODORANT/ANTI-PERSPERANTS	91	93

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE LADY SPEED STICK DEODORANT/ANTI-PERSPERANTS	119	117
	USE SPEED STICK DEODORANT/ANTI-PERSPERANTS	100	102
	USE SPEED STICK ULTIMATE DEODORANT/ANTI-PERSPERANTS	126	123
	USE MITCHUM DEODORANT/ANTI-PERSPERANTS	121	124
	USE OLD SPICE CLASSIC DEODORANT/ANTI-PERSPERANTS	101	102
	USE OLD SPICE RED ZONE DEODORANT/ANTI-PERSPERANTS	83	87
	USE SECRET DEODORANT/ANTI-PERSPERANTS	119	116
	USE SECRET PLATINUM PROTECTION DEODORANT/ANTI-PERSPERANTS	117	117
	USE SUAVE NATURALS DEODORANT/ANTI-PERSPERANTS	148	145
	USE SOFT AND DRI DEODORANT/ANTI-PERSPERANTS	135	135
	USE SURE DEODORANT/ANTI-PERSPERANTS	139	136
	USE ROC MOISTURIZERS/CREAMS/LOTIONS	130	120
	USE BARBASOL SHAVING CREAM OR GEL	89	89
	USE GILLETTE ATRA/ATRA PLUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	107	103
	USE GILLETTE VENUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	86	91
	USE SCHICK FX/ DIAMOND/ SPORTS/ TRACK RAZOR BLADES (FOR NON-DISPOSABLE SH	207	185
	USE GILLETTE AGILITY DISPOSABLE RAZORS/SHAVERS	139	127
	USE SCHICK XTREME3 DISPOSABLE RAZORS/SHAVERS	99	98
	USE SCHICK ST DISPOSABLE DISPOSABLE RAZORS/SHAVERS	131	123
	USE SCHICK XTREME3 REFILLABLE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	106	104
	USE SUAVE 24 HOUR PROTECTION DEODORANT/ANTI-PERSPERANTS	177	169
	USE GILLETTE VENUS DISPOSABLE RAZORS/SHAVERS	77	78
	USE SCHICK QUATTRO DISPOSABLE RAZORS/SHAVERS	115	109
	USE PLAYTEX BABY MAGIC PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	291	277
	USE BIC COMFORT TWIN/ SOFTWIN DISPOSABLE RAZORS/SHAVERS	111	109
	USE BIC COMFORT 3 DISPOSABLE RAZORS/SHAVERS	116	111
	USE BIC SOLEIL DISPOSABLE RAZORS/SHAVERS	86	88
	USE OTHER BIC DISPOSABLE RAZORS/SHAVERS	115	112
	USE GILLETTE SENSOR 3 DISPOSABLE RAZORS/SHAVERS	80	84
	USE NOXZEMA SKIN FITNESS DISPOSABLE RAZORS/SHAVERS	172	186
	USE OLD SPICE HIGH ENDURANCE DISPOSABLE RAZORS/SHAVERS	224	218
	USE CEPACOL MOUTHWASH/DENTAL RINSE	174	161
	USE CREST PRO-HEALTH MOUTHWASH/DENTAL RINSE	96	98
	USE GARNIER FRUCTIS HAIR SPRAY	87	88
	USE DOVE HAIR STYLING PRODUCTS	113	107
	HOUSEHOLD USES BAR SOAP	101	100
	USE AVEENO BAR SOAP	152	143
	USE SUAVE BAR SOAP	173	173
	USE AVON BAR SOAP	170	159
	USE CAMAY BAR SOAP	175	161
	USE CASHMERE BOUQUET BAR SOAP	249	234
	USE DOVE BAR SOAP	110	109
	USE NEUTROGENA BAR SOAP	141	138
	USE IRISH SPRING BAR SOAP	123	121
	USE IVORY BAR SOAP	127	125
	USE JERGENS BAR SOAP	192	191
	USE LAVA BAR SOAP	188	179
	USE LEVER 2000 BAR SOAP	140	142
	USE OLAY BAR SOAP	137	135
	USE PALMOLIVE BAR SOAP	161	152
	USE PURE AND NATURAL BAR SOAP	171	157
	USE SAFEGUARD BAR SOAP	154	153
	USE SHEILD BAR SOAP	215	206
	USE TONE BAR SOAP	224	209
	USE YARDLEY BAR SOAP	202	188
	USE ZEST BAR SOAP	135	129
	HOUSEHOLD USES LIQUID HAND SOAP	96	97
	USE SOFTSOAP LIQUID HAND SOAP	98	98
	USE CLEAN AND SMOOTH LIQUID HAND SOAP	110	111
	USE DIAL LIQUID HAND SOAP	116	116
	USE IVORY LIQUID HAND SOAP	128	127
	USE JERGENS LIQUID HAND SOAP	158	151
	USE CLEAN AND SMOOTH LIQUID HAND SOAP	102	102
	USE DOVE BODY WASH	116	116
	USE AVEENO BODY WASH	136	134
	USE BATH AND BODY WORKS BODY WASH	130	127
	USE THE BODY SHOP BODY WASH	167	157
	USE CALGON BODY WASH	234	228
	USE CARESS BODY WASH	145	139
	USE CLAIROL HERBAL ESSENCES BODY WASH	168	164
	USE DIAL BODY WASH	158	152
	USE HEALING GARDEN BODY WASH	238	217
	USE JERGENS BODY WASH	197	192
	USE ZEST BODY WASH	178	164
	USE LEVER 2000 BODY WASH	210	206
	USE NEUTROGENA BODY WASH	136	137
	USE OLAY BODY WASH	134	127
	USE SHOWER TO SHOWER BODY WASH	276	267
	USE SOFTSOAP BODY WASH	144	139

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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE ST IVES BODY WASH	149	151
	USE SUAVE BODY WASH	130	131
	USE TONE BODY WASH	229	212
	USE YARDLEY BODY WASH	195	192
	USE STORE BRAND BODY WASH	134	132
	HOUSEHOLD USES BODY WASH	107	106
	USE LOREAL FOUNDATION MAKE-UP MOST	86	87
	USE COVER GIRL FOUNDATION MAKE-UP MOST	88	86
	USE MAX FACTOR FOUNDATION MAKE-UP MOST	86	87
	USE MAYBELLINE FOUNDATION MAKE-UP MOST	103	100
	USE REVLON FOUNDATION MAKE-UP MOST	105	103
	USE COVER GIRL BLUSHER	86	85
	USE REVLON BLUSHER	90	90
	USE ALMAY MASCARA	82	84
	USE COVER GIRL MASCARA	94	96
	USE LOREAL MASCARA	86	89
	USE MAX FACTON MASCARA	106	101
	USE MAYBELLINE MASCARA	84	88
	USE REVLON MASCARA	119	120
	USE REVLON EYE SHADOW	103	104
	USE REVLON EYE LINER	101	100
	USE REVLON EYE BROW PENCIL	126	119
	USE MAX FACTOR LIPSTICK AND LIPGLOSS	126	126
	USE ALMAY LIPSTICK AND LIPGLOSS	108	107
	USE CLINIQUE LIPSTICK AND LIPGLOSS	87	94
	USE COVER GIRL LIPSTICK AND LIPGLOSS	106	105
	USE LOREAL LIPSTICK AND LIPGLOSS	96	99
	USE MAYBELLINE LIPSTICK AND LIPGLOSS	105	106
	USE REVLON LIPSTICK AND LIPGLOSS	101	101
	USE COVER GIRL LIPSTICK AND LIPGLOSS ALSO	102	101
	USE LOREAL NAIL POLISH	98	102
	USE COVER GIRL NAIL POLISH	133	130
	USE CUTEX NAIL POLISH	143	141
	USE MAX FACTOR NAIL POLISH	158	157
	USE REVLON NAIL POLISH	110	110
	USE SALLY HANSON NAIL POLISH	130	127
	USE KOTEX TAMPONS	167	162
	USE PLAYTEX TAMPONS	105	112
	USE TAMPAX TAMPONS	104	111
	USE STAYFREE SANITARY PADS AND NAPKINS	136	133
	USE ALWAYS SANITARY PADS AND NAPKINS	119	119
	USE CAREFREE SANITARY PADS AND NAPKINS	112	114
	USE KOTEX SANITARY PADS AND NAPKINS	107	105
	HOUSEHOLD USES BODY AND BABY POWDER	115	112
	USE BABY MAGIC POWDER BODY AND BABY POWDER	211	194
	USE DESTIN BODY AND BABY POWDER	143	135
	USE JOHNSONS BABY POWDER BODY AND BABY POWDER	123	121
	USE SHOWER TO SHOWER BODY AND BABY POWDER	154	144
	USE GERBER BABY POWDER BODY AND BABY POWDER	189	175
	HOUSEHOLD USES BABY/CHILDRENS SHAMPOO	99	100
	USE AVEENO BABY WASH AND SHAMPOO BABY/CHILDRENS SHAMPOO	152	149
	USE BABY MAGIC BABY/CHILDRENS SHAMPOO	157	151
	USE JOHNSONS BABY SHAMPOO BABY/CHILDRENS SHAMPOO	109	108
	USE KIDS PERT PLUS BABY/CHILDRENS SHAMPOO	127	137
	USE SUAVE BABY SHAMPOO BABY/CHILDRENS SHAMPOO	107	112
	USE GERBER BABY SHAMPOO BABY/CHILDRENS SHAMPOO	168	166
	USE DEGREE SPECTRUM PROTECTION DEODORANT/ANTI-PERSPERANTS	138	139
	USE SPEED STICK POWER OF NATURE DEODORANT/ANTI-PERSPERANTS	138	132
	USE RIGHT GUARD XTREME DEODORANT/ANTI-PERSPERANTS	101	99
	HOUSEHOLD USES BABY OIL AND BABY LOTION	130	128
	USE HUGGIES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	112	113
	USE LUVS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	198	195
	USE WET ONES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	115	112
	USE BABY MAGIC LOTION BABY LOTION	190	176
	USE BABY MAGIC OIL BABY OIL	225	209
	USE JOHNSONS BABY LOTION	153	147
	USE JOHNSONS BABY OIL	146	141
	USE VASELINE NURSERY PETROLEUM JELLY BABY OIL AND BABY LOTION	228	215
	USE GERBER BABY LOTION	184	164
	USE AVEENO BABY LOTION	125	122
	USE FINESSE SHAMPOO MOST IN LAST 7 DAYS	95	93
	USE AGREE SHAMPOO MOST IN LAST 7 DAYS	153	146
	USE HEAD AND SHOULDERS SHAMPOO MOST IN LAST 7 DAYS	102	103
	USE WHITE RAIN SHAMPOO MOST IN LAST 7 DAYS	151	144
	USE SALON SELECTIVES SHAMPOO MOST IN LAST 7 DAYS	125	131
	USE SUAVE SHAMPOO MOST IN LAST 7 DAYS	102	101
	USE SECRET SHEER DRY DEODORANT/ANTI-PERSPERANTS	154	142
	USE SALON SELECTIVES HAIR CONDITIONER	151	159
	USE PANTENE PRO-V HAIR CONDITIONER	96	95

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE WHITE RAIN HAIR CONDITIONER	160	145
	USE CLAIROL FINAL NET HAIR SPRAY	111	116
	USE SALON SELECTIVES HAIR SPRAY	144	154
	USE OLD SPICE HIGH ENDURANCE DEODORANT/ANTI-PERSPERANTS	94	93
	USE PRE-MOISTENED CLEANSING WIPES/CLOTHS	100	100
	USE PAMPERS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	123	119
	USE JOHNSON AND JOHNSON PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	175	165
	USE KLEENEX COTTONELLE PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	129	131
	USE GILLETTE DAISY/DAISY PLUS DISPOSABLE RAZORS/SHAVERS	94	95
	USE GILLETTE GOOD NEWS DISPOSABLE RAZORS/SHAVERS	98	100
	USE GILLETTE CUSTOM PLUS DISPOSABLE RAZORS/SHAVERS	105	103
	BOUGHT CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	96	110
	USED CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	118	117
	ANY CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	104	113
	BOUGHT GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	101	104
	USED GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	107	107
	ANY GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	103	105
	BOUGHT RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	132	136
	USED RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	113	111
	ANY RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	128	132
	BOUGHT AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	115	110
	USED AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	111	106
	BOUGHT BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	115	112
	BOUGHT MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	86	87
	BOUGHT STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	102	98
	USED BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	137	125
	USED MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	114	108
	USED STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	118	109
	ANY AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	109	104
	ANY BRUTAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	119	115
	ANY MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	92	91
	ANY STETSONAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	100	96
	USE MENTADENT TOOTHPASTE	92	100
	USE PEPSODENT TOOTHPASTE	143	138
	ISE PLUS + WHITE TOOTHPASTE	197	180
	USE REMBRANDT TOOTHPASTE	142	146
	USE SENSODYNE TOOTHPASTE	100	103
	USE TOMS OF MAINE TOOTHPASTE	134	129
	USE ULTRA BRITE TOOTHPASTE	196	179
	USE STORE BRAND TOOTHPASTE	159	150
	USE FLEX (REVLON) SHAMPOO MOST IN LAST 7 DAYS	116	111
	USE REDKEN HAIR SPRAY	66	70
	USE ACT MOUTHWASH/DENTAL RINSE	121	123
	USE LAVORIS MOUTHWASH/DENTAL RINSE	235	208
	USE LISTERINE ORIGINAL (GOLD) MOUTHWASH/DENTAL RINSE	158	153
	USE PLAX ORIGINAL (RED) MOUTHWASH/DENTAL RINSE	154	149
	USE PLAX SOFT MINT (GREEN) MOUTHWASH/DENTAL RINSE	126	121
	USE REMBRANDT MOUTHWASH/DENTAL RINSE	243	240
	USE SCOPE ORIGINAL MINT MOUTHWASH/DENTAL RINSE	122	118
	USE SCOPE COOL PEPPERMINT MOUTHWASH/DENTAL RINSE	144	139
	USE STORE BRAND MOUTHWASH/DENTAL RINSE	115	114
	USE MENTADENT MOUTHWASH/DENTAL RINSE	178	165
	USE LISTERINE COOL MINT (BLUE) MOUTHWASH/DENTAL RINSE	112	112
	USE LISTERINE FRESHBURST (GREEN) MOUTHWASH/DENTAL RINSE	132	131
	USE LISTERMINT MOUTHWASH/DENTAL RINSE	149	145
	USE COLGATE TOOTHPASTE	103	103
	USE CREST TOOTHPASTE	97	98
	USE BIOLAGE BY MATRIX SHAMPOO MOST IN LAST 7 DAYS	63	71
	USE AUSSIE SHAMPOO MOST IN LAST 7 DAYS	76	78
	USE AVEDA SHAMPOO MOST IN LAST 7 DAYS	105	107
	USE AVON SHAMPOO MOST IN LAST 7 DAYS	136	135
	USE CLAIROL HERBAL ESSENCES SHAMPOO MOST IN LAST 7 DAYS	99	101
	USE DARK AND LOVELY SHAMPOO MOST IN LAST 7 DAYS	467	433
	USE DENOREX SHAMPOO MOST IN LAST 7 DAYS	156	143
	USE FRIZZ EASE SHAMPOO MOST IN LAST 7 DAYS	170	159
	USE INFUSIUM 23 SHAMPOO MOST IN LAST 7 DAYS	181	174
	USE JOHNSONS BABY SHAMPOO MOST IN LAST 7 DAYS	185	179
	USE NEUTROGENA (ORIGINAL) SHAMPOO MOST IN LAST 7 DAYS	202	196
	USE NEUTROGENA T-GEL SHAMPOO MOST IN LAST 7 DAYS	132	122
	USE NEXXUS SHAMPOO MOST IN LAST 7 DAYS	105	108
	USE PANTEEN PRO-V SHAMPOO MOST IN LAST 7 DAYS	89	88
	USE PAUL MITCHELL SHAMPOO MOST IN LAST 7 DAYS	72	79
	USE PERT PLUS (REGULAR) SHAMPOO MOST IN LAST 7 DAYS	82	82
	USE PERT PLUS DANDRUFF CONTROL SHAMPOO MOST IN LAST 7 DAYS	129	129
	USE REDKEN SHAMPOO MOST IN LAST 7 DAYS	60	67
	USE ST IVES SHAMPOO MOST IN LAST 7 DAYS	210	216
	USE SELSUN-BLUE SHAMPOO MOST IN LAST 7 DAYS	138	136
	USE TRESEMME SHAMPOO MOST IN LAST 7 DAYS	97	92
	USE STORE BRAND SHAMPOO MOST IN LAST 7 DAYS	131	125

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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE ALBERTO VO5 SHAMPOO MOST IN LAST 7 DAYS	130	123
	USE LOREAL SHAMPOO MOST IN LAST 7 DAYS	97	97
	USE THERMASILK SHAMPOO MOST IN LAST 7 DAYS	110	96
	USE HAIR COLORING PRODUCTS	164	163
	USE AVEDA HAIR CONDITIONER	99	108
	USE AVON HAIR CONDITIONER	152	146
	USE BIOLAGE BY MATRIX HAIR CONDITIONER	65	71
	USE CLAIROL HERBAL ESSENCES HAIR CONDITIONER	92	96
	USE DARK AND LOVELY HAIR CONDITIONER	467	424
	USE FINESSE HAIR CONDITIONER	99	91
	USE INFUSIUM 23 HAIR CONDITIONER	149	149
	USE NEXXUS HAIR CONDITIONER	110	108
	USE PAUL MITCHELL HAIR CONDITIONER	90	93
	USE REDKEN HAIR CONDITIONER	67	71
	USE FLEX (REVLON) HAIR CONDITIONER	153	138
	USE ST IVES HAIR CONDITIONER	228	225
	USE SUAVE HAIR CONDITIONER	125	120
	USE TRESEMME HAIR CONDITIONER	112	104
	USE ALBERTO VO5 HOT OIL HAIR CONDITIONER	148	154
	USE FRIZZ EASEE HAIR CONDITIONER	177	175
	USE LOREAL HAIR CONDITIONER	90	89
	USE THERMASILK HAIR CONDITIONER	103	96
	USE AQUA-NET HAIR SPRAY	107	99
	USE AUSSIE HAIR SPRAY	75	76
	USE BIOLAGE BY MATRIX HAIR SPRAY	68	73
	USE CLAIROL CONDITION 3-IN-1 HAIR SPRAY	244	216
	USE FINESSE HAIR SPRAY	114	104
	USE LOREAL STUDIO LINE HAIR SPRAY	108	118
	USE NEXXUS HAIR SPRAY	128	126
	USE PANTENE PRO-V HAIR SPRAY	104	101
	USE PAUL MITCHELL HAIR SPRAY	75	81
	USE RAVE HAIR SPRAY	104	97
	USE WHITE RAIN HAIR SPRAY	115	112
	USE SUAVE HAIR SPRAY	107	103
	USE TRESEMME HAIR SPRAY	98	94
	USE ALBERTO VO5 HAIR SPRAY	183	169
	USE CLAIROL HERBAL ESSENCES HAIR SPRAY	148	138
	USE THERMASILK HAIR SPRAY	166	156
	USE ARM AND HAMMER TOOTHPASTE	142	137
	USE ALBERTO VO5 HAIR STYLING PRODUCTS	130	122
	USE AUSSIE HAIR STYLING PRODUCTS	77	79
	USE AVEDA HAIR STYLING PRODUCTS	133	135
	USE CLAIROL CONDITION 3-IN-1 HAIR STYLING PRODUCTS	213	189
	USE NEXXUS HAIR STYLING PRODUCTS	141	140
	USE FINESSE HAIR STYLING PRODUCTS	113	112
	USE INFUSIUM 23 HAIR STYLING PRODUCTS	210	190
	USE LA LOOKS HAIR STYLING PRODUCTS	86	83
	USE LOREAL STUDIO LINE HAIR STYLING PRODUCTS	77	85
	USE PANTENE PRO-V HAIR STYLING PRODUCTS	100	98
	USE PAUL MITCHELL HAIR STYLING PRODUCTS	96	97
	USE TRESEMME HAIR STYLING PRODUCTS	108	104
	USE RAVE HAIR STYLING PRODUCTS	147	127
	USE SALON SELECTIVES HAIR STYLING PRODUCTS	158	160
	USE SUAVE HAIR STYLING PRODUCTS	127	119
	USE VITALIS HAIR STYLING PRODUCTS	157	152
	USE WHITE RAIN HAIR STYLING PRODUCTS	167	148
	USE CLAIROL HERBAL ESSENCES HAIR STYLING PRODUCTS	90	96
	USE FRIZZ EASE HAIR STYLING PRODUCTS	96	96
	USE BIOLAGE BY MATRIX HAIR STYLING PRODUCTS	74	80
	USE THERMASILK HAIR STYLING PRODUCTS	198	172
	USE CHANEL PERFUME IN LAST 12 MONTHS	135	135
	USE REVLON HOME PERMS/RELAX MOST DURING LAST 12 MONTHS	262	241
	USE ELIZABETH ARDEN PERFUME IN LAST 12 MONTHS	158	158
	USE DARK AND LOVELY HOME PERMS/RELAX DURING LAST 12 MONTHS	413	384
	USE LOREAL HOME PERMS/RELAX MOST DURING LAST 12 MONTHS	160	156
	USE REVLON PERFUME IN LAST 12 MONTHS	206	190
	USE CLAIROL NICEN EASY HAIR COLORING PRODUCT	99	93
	USE DARK AND LOVELY HAIR COLORING PRODUCT	391	361
	USE LOREAL PREFERENCE HAIR COLORING PRODUCT	100	99
	USE REVLON COLORSILK HAIR COLORING PRODUCT	151	139
	USE ALCON CONTACT LENS CLEANING SOLUTIONS	83	90
	USE CIBA VISION CONTACT LENS CLEANING SOLUTIONS	102	108
	USE LADY MITCHUM DEODORANT/ANTI-PERSPERANTS	137	126
	USE LUSTERS HAIR STYLING PRODUCTS	382	363
	USE REDKEN HAIR STYLING PRODUCTS	74	76
	USE AUSSIE HAIR CONDITIONER	95	93
	USE ANY EYE SHADOW/LINER/EYE BROW PENCIL	93	94
	BOUGHT ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	118	116
	BOUGHT AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	157	145

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	BOUGHT CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	151	148
	BOUGHT DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	129	125
	BOUGHT ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	122	121
	BOUGHT GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	93	93
	BOUGHT OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	100	95
	USE COLGATE SIMPLY WHITE TOOTH WHITENERS	157	149
	USE CREST WHITESTRIPS TOOTH WHITENERS	95	100
	USE DR GEORGES TOOTH WHITENERS	341	365
	USE MENTADENT TOOTH WHITENERS	277	292
	USE NATURAL WHITE TOOTH WHITENERS	236	239
	USE OPTIWHITE TOOTH WHITENERS	201	200
	USE PLUS + WHITE TOOTH WHITENERS	205	200
	USE REMBRANDT TOOTH WHITENERS	176	186
	USE CREST NIGHT EFFECTS TOOTH WHITENERS	194	197
	USE STORE BRAND TOOTH WHITENERS	182	175
	USE TOOTH WHITENERS	112	113
	USE COLGATE POWER TOOTHBRUSHES	146	140
	USE CREST POWER TOOTHBRUSHES	114	110
	USE ORAL-B POWERED BY BRAUN POWER TOOTHBRUSHES	90	96
	USE SONICARE POWER TOOTHBRUSHES	71	79
	USE REACH POWER TOOTHBRUSHES	155	148
	USE POWER TOOTHBRUSHES	104	105
	USE COLGATE NAVIGATOR MANUAL TOOTHBRUSHES	97	98
	USE TOTAL PROFESSIONAL MANUAL TOOTHBRUSHES	105	104
	USE COLGATE WAVE MANUAL TOOTHBRUSHES	101	106
	USE ORAL-B CROSS ACTION MANUAL TOOTHBRUSHES	114	116
	USE OTHER ORAL-B MANUAL TOOTHBRUSHES	85	90
	USE COLGATE WAVE MANUAL TOOTHBRUSHES ALSO	109	105
	USE STORE BRAND BODY AND BABY POWDER	117	110
	USE STORE BRAND BABY LOTION	147	140
	USE STORE BRAND BABY OIL	114	105
	USE JOHNSONS KIDS SHAMPOO BABY/CHILDRENS SHAMPOO	161	152
	BABIES LESS THAN 2 YEARS USE BABY OIL	152	142
	USE STORE BRAND BABY SHAMPOO BABY/CHILDRENS SHAMPOO	135	142
	USE STORE BRAND KIDS SHAMPOO BABY/CHILDRENS SHAMPOO	138	143
	BABIES LESS THAN 2 YEARS USE BABY LOTION	119	115
	HOUSEHOLD USES BABY WASH AND BATH PRODUCTS	115	114
	USE JOHNSONS BABY WASH AND BATH PRODUCTS	117	113
	USE AVEENO BABY WASH AND BATH PRODUCTS	153	143
	USE BABY MAGIC BABY WASH AND BATH PRODUCTS	159	149
	USE GERBER BABY WASH AND BATH PRODUCTS	148	140
	USE STORE BRAND BABY WASH AND BATH PRODUCTS	152	146
	USE CHANEL NAIL POLISH	300	302
	USE STORE BRAND HAIR CONDITIONER	173	162
	USE LANCOME NAIL POLISH	175	176
	USE IVORY BODY WASH	213	204
	USE OLD SPICE HIGH ENDURANCE BODY WASH	113	113
	USE FOUNDATION MAKE-UP	93	94
	USE ALMAY FOUNDATION MAKE-UP MOST	84	88
	USE AVON FOUNDATION MAKE-UP MOST	117	110
	USE CLINIQUE FOUNDATION MAKE-UP MOST	78	86
	USE ELIZABETH ARDEN FOUNDATION MAKE-UP MOST	166	180
	USE ESTEE LAUDER FOUNDATION MAKE-UP MOST	98	102
	USE FASHION FAIR FOUNDATION MAKE-UP MOST	351	332
	USE LANCOME FOUNDATION MAKE-UP MOST	100	107
	USE MARY KAY FOUNDATION MAKE-UP MOST	105	104
	USE PRESCRIPTIVES FOUNDATION MAKE-UP MOST	68	82
	USE BOBBI BROWN FOUNDATION MAKE-UP MOST	162	153
	USE MAC FOUNDATION MAKE-UP MOST	130	136
	USE WET N WILD FOUNDATION MAKE-UP MOST	132	125
	USE MAC MASCARA	148	157
	USE ELIZABETH ARDEN MASCARA	188	181
	USE BLUSHER	87	88
	USE AVON BLUSHER	109	105
	USE LOREAL BLUSHER	109	110
	USE ELIZABETH ARDEN BLUSHER	157	164
	USE MARY KAY BLUSHER	109	107
	USE NAIL POLISH	109	109
	USE ALMAY NAIL POLISH	180	188
	USE AVON NAIL POLISH	136	131
	USE CLINIQUE NAIL POLISH	145	147
	USE ESTEE LAUDER NAIL POLISH	122	119
	USE MAYBELLINE NAIL POLISH	147	147
	USE WETNILD NAIL POLISH	156	150
	USE OPI NAIL POLISH	79	89
	USE MASCARA	87	90
	USE AVON MASCARA	104	103
	USE CLINIQUE MASCARA	89	94
	USE ESTEE LAUDER MASCARA	98	102

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE LANCOME MASCARA	93	98
	USE MARY KAY MASCARA	105	106
	USE WET N WILD MASCARA	195	192
	USE BOBBI BROWN MASCARA	126	116
	USE CHANEL MASCARA	140	152
	USE NEUTROGENA MASCARA	109	117
	USE PRESCRIPTIVES MASCARA	195	212
	USE AVON EYE SHADOW	104	101
	USE ESTEE LAUDER EYE SHADOW	104	107
	USE LOREAL EYE SHADOW	90	93
	USE MARY KAY EYE SHADOW	114	114
	USE COVER GIRL EYE SHADOW	86	88
	USE STORE BRAND TAMPONS	138	147
	USE AVON EYE LINER	114	109
	USE ESTEE LAUDER EYE LINER	95	98
	USE LOREAL EYE LINER	78	82
	USE MARY KAY EYE LINER	108	111
	USE COVER GIRL EYE LINER	94	97
	USE CHANEL EYE BROW PENCIL	107	106
	USE ALMAY EYE BROW PENCIL	114	126
	USE AVON EYE BROW PENCIL	145	137
	USE CLINIQUE EYE BROW PENCIL	89	101
	USE ELIZABETH ARDEN EYE BROW PENCIL	75	74
	USE ESTEE LAUDER EYE BROW PENCIL	74	76
	USE LANCOME EYE BROW PENCIL	59	61
	USE LOREAL EYE BROW PENCIL	69	72
	USE MAR KAY EYE BROW PENCIL	135	130
	USE MAX FACTOR EYE BROW PENCIL	113	107
	USE WET N WILD EYE BROW PENCIL	193	180
	USE MAYBELLINE EYE BROW PENCIL	118	111
	USE COVER GIRL EYE BROW PENCIL	110	104
	USE BOBY BROWN EYE BROW PENCIL	228	243
	USE MAC EYE BROW PENCIL	98	107
	USE LIPSTICK AND LIPGLOSS	105	104
	USE AVON LIPSTICK AND LIPGLOSS	115	112
	USE CHANEL LIPSTICK AND LIPGLOSS	106	110
	USE LANCOME LIPSTICK AND LIPGLOSS	80	88
	USE ELIZABETH ARDEN LIPSTICK AND LIPGLOSS	150	164
	USE ESTEE LAUDER LIPSTICK AND LIPGLOSS	93	96
	USE FASHION FAIR LIPSTICK AND LIPGLOSS	395	364
	USE MAC LIPSTICK AND LIPGLOSS	138	144
	USE MARY KAY LIPSTICK AND LIPGLOSS	113	113
	USE BOBBI BROWN LIPSTICK AND LIPGLOSS	225	219
	USE WET N WILD LIPSTICK AND LIPGLOSS	172	161
	USE TAMPONS	105	110
	USE OB TAMPONS	74	83
	USE SANITARY PADS AND NAPKINS	110	110
	USE MAXITHINS SANITARY PADS AND NAPKINS	162	151
	USE HOME PREGNANCY TEST DURING LAST 12 MONTHS	117	113
	USE HOME PREGNANCY TESTS	107	96
	USE CLEARBLUE EASY HOME PREGNANCY TESTS MOST	124	122
	USE EPT EASY HOME PREGNANCY TESTS MOST	97	98
	USE FACT PLUS EASY HOME PREGNANCY TESTS MOST	119	109
	USE FIRST RESPONSE EASY HOME PREGNANCY TESTS MOST	116	112
	USE CONFIRM HOME PREGNANCY TESTS MOST	147	135
	USE STORE BRAND EASY HOME PREGNANCY TESTS MOST	183	163
	USE STORE BRAND SANITARY PADS AND NAPKINS	133	137
	USE TOOTHPASTE	99	99
	USE LISTERINE ESSENTIAL CARE TOOTHPASTE	139	138
	USE SEA-BOUND DENTURE BRUSH MANUAL TOOTHBRUSHES	185	188
	USE MANUAL TOOTHBRUSHES	99	99
	USE OTHER LISTERINE MOUTHWASH/DENTAL RINSE	140	140
	USE OTHER PLAX MOUTHWASH/DENTAL RINSE	196	165
	USE ORAL-B ADVANTAGE MANUAL TOOTHBRUSHES	85	91
	USE AQUAFRESH TOOTHBRUSHES	131	128
	USE BUTLER G-U-M MANUAL TOOTHBRUSHES	108	105
	USE OTHER COLGATE MANUAL TOOTHBRUSHES	132	126
	USE CREST MANUAL TOOTHBRUSHES	116	112
	USE ORAL-B INDICATOR MANUAL TOOTHBRUSHES	92	97
	USE MOUTHWASH/DENTAL RINSE	112	111
	USE DENTURE CLEANERS	126	120
	USE BATH AND BODY WORKS SHAMPOO MOST IN LAST 7 DAYS	169	168
	USE OTHER MATRIX SHAMPOO MOST IN LAST 7 DAYS	78	88
	USE GARNIER FRUCTIS SHAMPOO MOST IN LAST 7 DAYS	73	76
	USE BATH AND BODY WORKS HAIR CONDITIONER	195	188
	USE JOHN FRIEDA SHAMPOO MOST IN LAST 7 DAYS	78	80
	USE OTHER MATRIX HAIR CONDITIONER	140	154
	USE GARNIER FRUCTIS HAIR CONDITIONER	77	78
	USE HEAD AND SHOULDERS HAIR CONDITIONER	127	122

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE JOHN FRIEDA HAIR CONDITIONER	87	88
	USE BATH AND BODY WORKS HAIR SPRAY	126	123
	USE BED HEAD HAIR SPRAY	96	101
	USE SHAMPOO (FOR USE AT HOME)	96	96
	USE HAIR CONDITIONER	107	107
	USE OTHER ALBERTO VO5 CONDITIONERS HAIR CONDITIONER	142	133
	USE HAIR SPRAY	94	93
	USE HAIR REMOVAL PRODUCTS	115	115
	USE STORE BRAND HAIR REMOVAL PRODUCTS	221	207
	USE NAIR HAIR REMOVAL PRODUCTS	147	141
	USE DEP HAIR STYLING PRODUCTS	78	84
	USE HAIR STYLING PRODUCTS	100	101
	USE HOME PERMS/RELAX PRODUCTS DURING LAST 12 MONTHS	300	277
	USE HAIR COLORING PRODUCTS	109	106
	USE BURTS BEES MOISTURIZERS/CREAMS/LOTIONS	94	91
	USE BATH AND BODY WORKS HAIR STYLING PRODUCTS	129	129
	USE BEAD HEAD HAIR STYLING PRODUCTS	65	74
	USE GARNIER FRUCTIS HAIR STYLING PRODUCTS	74	81
	USE JOHN FRIEDA HAIR STYLING PRODUCTS	101	102
	USE SPEED STICK 24-7 DEODORANT/ANTI-PERSPERANTS	114	119
	USE DEODORANT/ANTI-PERSPERANTS	101	101
	USE AVEENO MOISTURIZERS/CREAMS/LOTIONS	126	125
	USE MOISTURIZERS/CREAMS/LOTIONS	105	105
	USE BATH AND BODY WORKS MOISTURIZERS/CREAMS/LOTIONS	134	132
	USE THE BODY SHOP MOISTURIZERS/CREAMS/LOTIONS	147	137
	USE ALMAY MOISTURIZERS/CREAMS/LOTIONS	91	95
	USE AVON MOISTURIZERS/CREAMS/LOTIONS	128	123
	USE ESTEE LAUDER MOISTURIZERS/CREAMS/LOTIONS	126	131
	USE CLINIQUE MOISTURIZERS/CREAMS/LOTIONS	108	112
	USE DOVE MOISTURIZERS/CREAMS/LOTIONS	137	136
	USE EUCERIN MOISTURIZERS/CREAMS/LOTIONS	117	121
	USE LANCOME MOISTURIZERS/CREAMS/LOTIONS	143	138
	USE MARY KAY MOISTURIZERS/CREAMS/LOTIONS	111	110
	USE SUAVE MOISTURIZERS/CREAMS/LOTIONS	165	160
	USE REVLOON MOISTURIZERS/CREAMS/LOTIONS	175	175
	USE ST IVES SWISS FORMULA MOISTURIZERS/CREAMS/LOTIONS	153	151
	USE VASELINE INTENSIVE CARE MOISTURIZERS/CREAMS/LOTIONS	140	137
	USE VASELINE PETROLEUM JELLY MOISTURIZERS/CREAMS/LOTIONS	253	245
	USE CETAPHIL MOISTURIZERS/CREAMS/LOTIONS	79	87
	USE SHAVING CREAM OR GEL	94	95
	USE GILLETTE MACH 3 TURBO RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	80	85
	USE GILLETTE SENSOR EXCEL FOR WOMEN RAZOR BLADES (FOR NON-DISPOSABLE SH-	103	108
	USE NOXEMA SHAVING CREAM OR GEL	169	165
	USE COLGATE SHAVING CREAM OR GEL	94	93
	USE EDGE GEL SHAVING CREAM OR GEL	81	86
	USE GILLETTE FOAMY SHAVING CREAM OR GEL	120	114
	USE GILLETTE SATIN CARE SHAVING CREAM OR GEL	98	96
	USE GILLETTE SERIES SHAVING CREAM OR GEL	91	95
	USE OTHER GILLETTE SHAVING CREAM OR GEL	108	110
	USE OLD SPICE SHAVING CREAM OR GEL	127	120
	USE SKINTIMATE SHAVING CREAM OR GEL	90	92
	USE SOFT SHAVE SHAVING CREAM OR GEL	165	165
	USE STORE BRAND RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	128	121
	USE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	89	91
	USE GILLETTE TRAC II/TRAC II PLUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	94	97
	USE GILLETTE SENSOR RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	100	100
	USE GILLETTE SENSOR EXCEL RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	92	92
	USE GILLETTE SENSOR FOR WOMEN RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	94	94
	USE OTHER GILLETTE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	109	109
	USE SCHICK PERSONAL TOUCH RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	144	134
	USE SCHICK SILK EFFECTS/SILK EFFECTS PLUS RAZOR BLADES (FOR NON-DISPOSABLE	128	124
	USE SCHICK TRACER FX SPORT RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	188	189
	USE STORE BRAND SHAVING CREAM OR GEL	115	112
	USE GILLETTE MACH 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	84	88
	USE AVEENO SHAVING CREAM OR GEL	121	120
	USE NEUTROGENA SHAVING CREAM OR GEL	115	111
	USE OTHER SCHICK RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	103	101
	USE ELECTRIC AND BATTERY SHAVERS	97	98
	USE BRAUN ELECTRIC AND BATTERY SHAVERS	74	80
	USE NORELCO ELECTRIC AND BATTERY SHAVERS	83	86
	USE PANASONIC ELECTRIC AND BATTERY SHAVERS	95	93
	USE REMINGTON ELECTRIC AND BATTERY SHAVERS	105	106
	USE CONAIR ELECTRIC AND BATTERY SHAVERS	191	176
	USE DISPOSABLE RAZORS/SHAVERS	97	97
	USE BATH AND BODY WORKS PERFUME IN LAST 12 MONTHS	134	131
	USE STORE BRAND DISPOSABLE RAZORS/SHAVERS	105	103
	BOUGHT ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	146	153
	USED ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	120	116
	ANY ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	140	145



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE OR BUY AFTER SHAVE/COLOGNE	105	104
	USED ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	110	111
	USED AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	155	145
	USED CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	151	149
	USED DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	131	129
	USED ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	127	127
	USED GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	92	92
	USED OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	100	95
	ANY ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	144	131
	ANY AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	180	156
	ANY CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	152	135
	ANY DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	122	110
	ANY ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	103	97
	ANY GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	97	98
	ANY OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	110	101
	USE/BUY PERFUME	111	110
	USE AVON PERFUME IN LAST 12 MONTHS	161	149
	USE GUCCI PERFUME IN LAST 12 MONTHS	190	171
	USE RALPH LAUREN PERFUME IN LAST 12 MONTHS	131	130
	USE LADY STETSON PERFUME IN LAST 12 MONTHS	129	122
	USE SUNTAN/SCREEN AND SUNLESS PRODUCTS	72	78
	USE BOSTON CONTACT LENS CLEANING SOLUTIONS	93	91
	USE STORE BRAND CONTACT LENS CLEANING SOLUTIONS	72	79
	USE CONTACT LENS CLEANING SOLUTIONS	80	86
	USE ALLERGRAN CONTACT LENS CLEANING SOLUTIONS	73	89
	USE BAUSCH AND LAUMB CONTACT LENS CLEANING SOLUTIONS	87	92
	USE EYE DROPS AND EYE WASH	106	106
	USED BAUSCH AND LOMB EYE DROPS AND EYE WASH	111	110
	USED CLEAR EYES EYE DROPS AND EYE WASH	134	126
	USED MURINE EYE DROPS AND EYE WASH	121	117
	USED OCUCLEAR EYE DROPS AND EYE WASH	158	139
	USED TEARS NATURALE EYE DROPS AND EYE WASH	98	94
	USED VISINE EYE DROPS AND EYE WASH	113	114
	USED ALCON EYE DROPS AND EYE WASH	87	95
	WATCH DIET BECAUSE OF SALT INTAKE	123	121
	WATCH DIET BECAUSE OF BLOOD SUGAR LEVEL	117	117
	WATCH DIET BECAUSE OF CALCIUM INTAKE	96	99
	WATCH DIET BECAUSE OF CHOLESTEROL INTAKE	95	97
	WATCH DIET BECAUSE OF DIABETES	128	124
	WATCH DIET BECAUSE OF FAT INTAKE	89	93
	WATCH DIET BECAUSE OF FOOD ALLERGY	111	114
	WATCH DIET BECAUSE OF HEART DISEASE	125	122
	WATCH DIET BECAUSE OF HYPERTENSION	124	121
	WATCH DIET BECAUSE OF LACTOSE INTOLERANCE	119	117
	WATCH DIET TO GAIN WEIGHT	200	191
	WATCH DIET TO LOSE WEIGHT	87	92
	WATCH DIET TO MAINTAIN WEIGHT	94	96
	BOUGHT NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	142	132
	USED NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	153	144
	ANY NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	103	92
	USE JOHNSON AND JOHNSON MOISTURIZERS/CREAMS/LOTIONS	202	194
	USE AQUAPHOR MOISTURIZERS/CREAMS/LOTIONS	138	136
	USE CLEAN AND CLEAR MOISTURIZERS/CREAMS/LOTIONS	165	157
	USE NIVEA MOISTURIZERS/CREAMS/LOTIONS	129	125
	USE PURPOSE MOISTURIZERS/CREAMS/LOTIONS	210	220
	USE STORE BRAND MOISTURIZERS/CREAMS/LOTIONS	115	116
	USE NICOLE NAIL POLISH	289	306
	USED REFRESH EYE DROPS AND EYE WASH	98	97
	USE CETAPHIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	84	91
	USE ALMAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	153	144
	USE AVEENO FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	154	147
	USE AVON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	118	114
	USE BIORE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	96	100
	USE CLEAN AND CLEAR FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	102	104
	USE CLEARASIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105	105
	USE CLINIQUE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	102	105
	USE DOVE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	128	129
	USE ELIZABETH ARDEN FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	132	121
	USE ESTEE LAUDER FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	149	141
	USE LOREAL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	82	79
	USE LANCOMEFACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105	97
	USE NOXEMA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	178	167
	USE OXY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	121	117
	USE MARY KAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	97	95
	USE NEUTROGENA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	94	97
	USE NIVEA VISAGE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	154	141
	USE STORE BRAND POWER TOOTHBRUSHES	169	158
	USE FACIAL CLEANSING AND MEDICATED PRODUCTS	105	106
	USE PANTYLINERS/SHIELDS	117	115



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE OLAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	112	114
	USE PHISODERM FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	235	234
	USE PONDS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	118	113
	USE REVLON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	189	164
	USE ROC FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	135	128
	USE ALWAYS ALLDAYS PANTYLINERS/SHIELDS	134	133
	USE CAREFREE PANTYLINERS/SHIELDS	118	116
	USE KOTEX PANTYLINERS/SHIELDS	132	126
	USE STORE BRAND PANTYLINERS/SHIELDS	135	131
	USE DOVE SHAMPOO MOST IN LAST 7 DAYS	106	106
	USE ST IVES SWISS FORMULA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	107	115
	USE SEA BREEZE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	136	128
	USE STRIDEX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	177	174
	USE STORE BRAND FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	117	114
	USE DOVE HAIR CONDITIONER	126	126
	USE AXE DEODORANT/ANTI-PERSPERANTS	122	120
	USE BATH AND BODY WORKS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	212	193
	USE ACTIVE ANGLE MANUAL TOOTHBRUSHES	117	113
	USE COLGATE MASSAGER MANUAL TOOTHBRUSHES	118	113
	USE STORE BRAND TOOTHBRUSHES	130	128
	USE GILLETTE M3 POWER RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	100	97
	USE GILLETTE SENSOR 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	113	113
	USE NOXZEMA SKIN FITNESS K-3 TRIPLE RAZOR BLADES (FOR NON-DISPOSABLE SHAVI	290	304
	USE OLD SPICE HIGH ENDURANCE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	297	271
	USE PERSONNA ACTI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	132	132
	USE PERSONNA TRI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	164	150
	USE SCHICK QUATTRO RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	83	84
	USE SCHICK INTUITION RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	154	137
	USE GILLETTE VENUS DIVINE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	109	115

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
HISPANICS ONLY - SPANISH-LANGUAGE MEDIA	HISPANICE ONLY: READ NEWS FOR AMERICA - LLC MAGAZINE GROUP ON THE NET	63	59
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO MAXIM EN ESPANOL	81	72
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO NATIONAL GEOGRAPHIC	70	64
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO LATINA (SPANISH AND EI	63	61
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO AUTOMUNDO	88	77
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO HARPERS BAZAAR EN E	84	85
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO CASA AND ESTILO INTEF	62	61
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO COSMOPOLITAN EN ESP	65	63
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO FAMA	64	63
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO PEOPLE EN ESPANOL	60	59
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO FURIA MUSICAL	63	58
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO MIRA	61	58
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO NEWSWEEK EN ESPANC	67	66
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO SEECCIONES READERS	56	53
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO SER PADRES	67	60
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO TV Y NOVELAS	52	51
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO VANIDADES	58	56
	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO AARP SEGUNDA JUVENT	71	65
	HISPANICS ONLY: READ EDITORIAL TELEVISIA MAGAZINE GROUP ON THE NET	58	56
	HISPANICS ONLY: READ WEEKLY PUBLICATIONS ON THE NET	61	57
	HISPANICS ONLY: READ BI-WEEKLY PUBLICATIONS ON THE NET	55	53
	HISPANICS ONLY: READ MONTHLY PUBLICATIONS ON THE NET	85	82
	HISPANICS ONLY: READ BI-MONTHLY PUBLICATIONS ON THE NET	100	96
	HISPANICS ONLY: READ AUTOMOTIVE ON THE NET	110	102
	HISPANICS ONLY: READ ENTERTAINMENT ON THE NET	71	67
	HISPANICS ONLY: READ GENERAL EDITORIAL ON THE NET	79	74
	HISPANICS ONLY: READ MENS ON THE NET	74	66
	HISPANICS ONLY: READ SPECIAL APPEAL ON THE NET	68	63
	HISPANICS ONLY: READ WOMENS ON THE NET	79	78
	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	249	245
	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 2 (SECONG HIGHEST)	203	201
	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 3 (MIDDLE)	193	194
	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	167	174
	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 5 (LOWEST)	188	187
	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	225	224
	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 2 (SECONG HIGHEST)	181	184
	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 3 (MIDDLE)	182	186
	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	189	190
	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 5 (LOWEST)	222	217
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	192	196
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	196	195
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	202	198
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	202	202
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	209	209
	ENGLISH LANGUAGE CABLE TV: HISPANIC VOLUME GROUP 1 (HIGHEST)	124	122
	ENGLISH LANGUAGE MAGAZINE: HISPANIC VOLUME GROUP 1 (HIGHEST)	110	109
	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND WEEKEND): VOLUME GROUP 1 (HIG	96	98
	WATCHED CINE ESPECIAL (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	43	44
	WATCHED PLAZA SESAMO (TELEFUTURA) ONCE A WEEK PROGRAM WITH FULL ATTENT	92	77
	WATCHED LA HORA PICO (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	48	48
	WATCHED WWE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTENTION	46	43
	WATCHED ULTRACHAMOS (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	105	96
	WATCHED NOTICIERO UNIVISION EARLY EVENING WEEKDAY NEWS WITH FULL ATTENTI	47	48
	WATCHED GRAN CINE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTENTION	40	45
	WATCHED CADA DIA CON MARIA ANTONIETA (TELEMUNDO) EARLY MORNING NEWS WIT	48	52
	WATCHED AQUI Y AHORA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	57	53
	WATCHED CINE DE LA TARDE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTE	34	37
	WATCHED CRISTINA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	50	55
	WATCHED FUTBOL LIGA MEXICANA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL AT	44	44
	WATCHED SABADO DE FUTBOL (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATT	94	82
	WATCHED SABADO GIGANTE (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTI	41	42
	WATCHED SOLO BOXEO DE MILLER(TELEFUTURA) ONCE A WEEK PROGRAM WITH FULL	103	91
	WATCHED PRIMER IMPACTO EXTRA (UNIVISION) LATE NIGHT SHOW WITH FULL ATTENT	50	49
	WATCHED LA HORA DE LA RISA (UNIVISION) LATE NIGHT SHOW WITH FULL ATTENTION	64	59
	WATCH SPANISH TV PROGRAMS MON-SUN 5AM-10AM(LST 7 DAYS/30 DAYS)	62	61
	WATCH SPANISH TV PROGRAMS MON-SUN 10AM-4:30PM(LST 7 DAYS/30 DAYS)	61	58
	WATCH SPANISH TV PROGRAMS MON-SUN 4:30PM-7PM(LST 7 DAYS/30 DAYS)	60	59
	WATCH SPANISH TV PROGRAMS MON-SUN 7PM-9PM(LST 7 DAYS/30 DAYS)	60	58
	WATCH SPANISH TV PROGRAMS MON-SUN 9PM-11PM(LST 7 DAYS/30 DAYS)	60	59
	WATCH SPANISH TV PROGRAMS MON-SUN 11PM-3AM(LST 7 DAYS/30 DAYS)	64	61
	WATCH SPANISH TV PROGRAMS MON-SUN 7PM-11PM(LST 7 DAYS/30 DAYS)	60	58
	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	61	58
	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE (SECONG HIGHEST)	57	58
	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 3 (MIDDLE)	65	65
	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	62	62
	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 5 (LOWEST)	60	61
	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	61	58
	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 2 (SECONG HIGHEST)	59	57
	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 3 (MIDDLE)	58	58
	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	64	68
	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 5 (LOWEST)	65	64
	SPANISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	68	65



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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 NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	60	62
	SPANISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	62	61
	SPANISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	58	58
	SPANISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUINT	57	59
	VISITED 123COM SPANISH WEBSITE DURING LAST 30 DAYS	107	98
	VISITED AOL LATINO (LATINOALCOM) SPANISH WEBSITE DURING LAST 30 DAYS	126	117
	VISITED CNNENESPANOLCOM SPANISH WEBSITE DURING LAST 30 DAYS	96	93
	VISITED ELSITIOCOM SPANISH WEBSITE DURING LAST 30 DAYS	123	118
	VISITED ESMASCOM SPANISH WEBSITE DURING LAST 30 DAYS	141	122
	VISITED HISPANICVISTACOM SPANISH WEBSITE DURING LAST 30 DAYS	169	154
	VISITED LAMUSICACOM SPANISH WEBSITE DURING LAST 30 DAYS	116	104
	VISITED MIGENTECOM SPANISH WEBSITE DURING LAST 30 DAYS	111	109
	VISITED STARMEDIACOM SPANISH WEBSITE DURING LAST 30 DAYS	131	124
	VISITED TELEMUNDOCOM SPANISH WEBSITE DURING LAST 30 DAYS	109	99
	VISITED TERRACOM SPANISH WEBSITE DURING LAST 30 DAYS	74	76
	VISITED UNIVISIONCOM SPANISH WEBSITE DURING LAST 30 DAYS	74	68
	VISITED ESPANOLYAHOO.COM SPANISH WEBSITE DURING LAST 30 DAYS	81	77
	VISITED MSN LATINO (LATINOMSNCOM) SPANISH WEBSITE DURING LAST 30 DAYS	108	100



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive	15 - Minute
		Time	Drive Time
HISPANICS ONLY - SPECIAL DEMOGRAPHICS	HISPANICS ONLY: HEAD OF HOUSEHOLD MEXICAN, MEXICAN AMERICAN OR CHICANO	58	57
	HISPANICS ONLY: HEAD OF HOUSEHOLD FROM PUERTO RICO	80	86
	HISPANIC HERITAGE: HERITAGE OF HEAD OF HOUSEHOLD IS CUBA	32	43
	HISPANICS ONLY: HEAD OF HOUSEHOLD FROM OTHER SPANISH/HISPANIC/LATINO HERI	68	71
	HISPANICS ONLY: HEAD OF HOUSEHOLD BORN IN THE US	69	70
	HISPANIC LANGUAGE/MEDIA ATTITUDE: FEEL RESPECT WHEN A COMPANY ADVERTISE!	59	58
	HISPANIC LANGUAGE/MEDIA ATTITUDE: LOYAL TO COMPANIES THAT ADVERTISE IN SP/	59	58
	HISPANIC LANGUAGE/MEDIA ATTITUDE: REMEMBER PRODUCTS ADVERTISED IN SPANIE	57	56
	HISPANIC LANGUAGE/MEDIA ATTITUDE: SPANISH LANGUAGE ADVERTISEMENT IMPORTAI	58	56
	HISPANIC LANGUAGE/MEDIA ATTITUDE: IMPORTANT THAT WEBSITES I VISIT ARE AVAIL	60	58
	MOVED TO US IN 2005 OR LATER	95	94
	HISPANICS ONLY: COUNTRY OF BIRTH IN CARIBBEAN	70	77
	HISPANICS ONLY: COUNTRY OF BIRTH IN CENTRAL AMERICA	69	65
	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH AMERICA	51	58
	HISPANICS ONLY: COUNTRY OF BIRTH IN MID ANDES	60	65
	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH-WEST SOUTH AMERICA	34	42
	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH-EAST SOUTH AMERICA	53	57
	HISPANICS ONLY: COUNTRY OF BIRTH: IN NORTH-WEST SOUTH AMERICA	42	50
	HISPANICS ONLY: COUNTRY OF BIRTH IN NORTH-EAST SOUTH AMERICA	78	92
	HISPANICS ONLY: LANGUAGE SPOKEN AT HOME IS PREDOMINANTLY ENGLISH	106	105
	HISPANICS ONLY: LANGUAGE SPOKEN AT HOME IS PREDOMINANTLY SPANISH	55	54
	HISPANICS ONLY: LANGUAGES SPOKEN AT HOME- BILINGUAL/PREDOMINANTLY ENGLIS	105	105
	HISPANIC CULTURAL IDENTIFICATION WITH ORIGINAL CULTURE: LEVEL 4	56	56
	HISPANIC CULTURAL IDENTIFICATION WITH ORIGINAL CULTURE: LEVEL 5 (HIGH)	63	62
	HISPANIC CULTURAL IDENTIFICATION WITH HOST CULTURE: LEVEL 4	55	55
	HISPANIC CULTURAL IDENTIFICATION WITH HOST CULTURE: LEVEL 5 (HIGH)	68	69
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- INTEGRATED	59	58
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- ASSIMILATED	67	67
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- MOSTLY SEPARATED	71	68
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SEPARATED	51	53
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SOMEWHAT ASSIMILATED	58	61
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- ANOMIC	50	50
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- MOSTLY INTEGRATED	56	62
	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SOMEWHAT INTEGRATED	71	68
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: FAMILY REUNIONS AN IMPORTANT PART OF	61	61
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: I OFTEN CELEBRATE US NATIONAL HOLIDAY	62	62
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: OFTEN CELEBRATE HOLIDAYS IN HISPANIC	63	62
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: KEEP UP WITH LATIN MUSIC, NEWS OR SPC	64	63
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: KEEP UP WITH AMERICAN MUSIC, NEWS OF	63	63
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: SHARE HISPANIC/LATINO ROOTS WITH HISF	61	61
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: SHARE HISPANIC HERITAGE WITH NON-HISI	64	63
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: MY PERSONAL APPEARANCE REFLECTS HIS	64	64
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: GOVERNMENT/BUSINESS SHOULD COMMUN	63	62
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: HOME HAS THINGS THAT REMIND OF HISPA	64	63
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENCOURAGE HISPANIC CHILDREN TO PART	58	56
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENJOY EATING TRADITIONAL HISPANIC/SPA	61	61
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: I ENJOY EATING TRADITIONAL AMERICAN F	64	64
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: HAVE MORE HISPANIC FRIENDS THAN NON-	55	55
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: BUY MORE HISPANIC/SPANISH FOODS AND	56	55
	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENJOY LIVING AMERICAN LIFESTYLE/CUSTC	61	61
	HISPANICS ONLY: PREFER READING IN SOME OTHER LANGUAGE	88	77
	HISPANICS ONLY: PREFER READING ONLY IN SPANISH	53	51
	HISPANICS ONLY: PREFER READING MOSTLY IN SPANISH, BUT SOME ENGLISH	65	64
	HISPANICS ONLY: PREFER TO READ MOSTLY IN ENGLISH, BUT SOME SPANISH	58	61
	HISPANICS ONLY: PREFER READING ONLY IN ENGLISH	66	67
	HISPANICS ONLY: PREFER LISTENING TO RADIO IN SOME OTHER LANGUAGE	70	64
	HISPANICS ONLY: PREFER LISTENING TO RADIO ONLY IN SPANISH	48	49
	HISPANICS ONLY: PREFER LISTENING TO RADIO MOSTLY IN SPANISH, BUT SOME ENGLI	66	63
	HISPANICS ONLY: PREFER LISTENING TO RADIO MOSTLY IN ENGLISH, BUT SOME SPANI	71	71
	HISPANICS ONLY: PREFER LISTENING TO RADIO ONLY IN ENGLISH	60	63
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS ARGENTINA	50	54
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS BOLIVIA	23	37
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS HONDURAS	106	104
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS BRAZIL	75	81
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS CHILIE	33	39
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS COLUMBIA	44	53
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS COST RICA	53	40
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS DOMINICAN REPUBLI	93	100
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS ECUADOR	44	51
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS EL SALVADOR	61	54
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS GUATEMALA	95	88
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS NICARAGUA	28	39
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PANAMA	64	84
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PARAGUAY	27	61
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PERU	69	72
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS SPAIN	86	93
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS URUGUAY	59	54
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS VENEZUELA	45	47
	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS NOT LISTED	75	70



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Mosaio/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	HISPANICS ONLY: RESPONDENT MEXICAN, MEXICAN AMERICAN OR CHICANO	55	53
	HISPANICS ONLY: RESPONDENT FROM PUERTO RICO	90	94
	HISPANIC HERITAGE: HERITAGE OF RESPONDENT IS CUBAN	47	56
	HISPANICS ONLY: RESPONDENT FROM OTHER SPANISH/HISPANIC/LATINO HERITAGE	69	71
	HISPANICS ONLY: BORN IN THE US	68	67
	HISPANICS ONLY: MOTHER BORN IN THE US	71	69
	HISPANICS ONLY: FATHER BORN IN THE US	66	65



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
HOME FURNISHINGS & APPLIANCES	OWNS SEPARATE CLOTHES DRYER	79	81
	OWNS VACUUM CLEANER	87	89
	OWNS ELECTRIC BROOM	74	78
	OWNS HOUSEHOLD APPLIANCES/DURABLES	97	97
	OWNS AUTOMATIC WASHING MACHINE	81	83
	OWNS CARPET CLEANER/SHAMPOOER	80	82
	OWNS CEILING FAN	79	82
	HOUSEHOLD OWNS SMALL KITCHEN APPLIANCES	98	98
	BOUGHT ELECTRIC FOOD PROCESSOR (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	100	96
	BOUGHT ELECTRIC SLICER/SHREDDER (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	159	148
	BOUGHT OTHER ELECTRIC COFFEE MAKER (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	113	112
	BOUGHT BREAD MACHINE (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	145	135
	BOUGHT AUTOMATIC DRIP COFFEE MAKER (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	83	85
	BOUGHT WOK (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	158	158



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
HOME IMPROVEMENT	OWNS CHAIN SAW (WORKSHOP EQUIPMENT)	64	66
	OWNS ELECTRIC DRILL/SCREWDRIVER (WORKSHOP EQUIPMENT)	72	75
	OWNS ELECTRIC GLUE GUN (WORKSHOP EQUIPMENT)	65	68
	OWNS JIG/SABER SAW (WORKSHOP EQUIPMENT)	64	67
	INTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	79	81
	EXTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	82	83
	OWN WORKSHOP EQUIPMENT	77	79
	OWNS RADIAL/ARM SAW (WORKSHOP EQUIPMENT)	63	64
	OWNS AIR COMPRESSOR (WORKSHOP EQUIPMENT)	61	64
	OWNS WALLPAPER STREAMER/STRIPPER (WORKSHOP EQUIPMENT)	92	86
	OWNS ELECTRIC ROUTER (WORKSHOP EQUIPMENT)	59	63
	OWNS PORTABLE GENERATOR (WORKSHOP EQUIPMENT)	64	66
	OWNS SHOP DRY/WET VACUUM (WORKSHOP EQUIPMENT)	63	66
	OWNS BAND SAW (WORKSHOP EQUIPMENT)	66	66
	OWNS BENCH/TABLE CIRCULAR SAW (WORKSHOP EQUIPMENT)	62	65
	OWNS OTHER STATIONARY POWER TOOLS	61	64
	OWNS PORTABLE WORKBENCH (WORKSHOP EQUIPMENT)	63	67
	OWNS NON-ELECTRIC HAND TOOLS (WORKSHOP EQUIPMENT)	70	73
	OWNS ELECTRIC CIRCULAR SAW (WORKSHOP EQUIPMENT)	67	70
	OWNS ELECTRIC SANDER (WORKSHOP EQUIPMENT)	64	68
	OWNS ELECTRIC PLANER (WORKSHOP EQUIPMENT)	53	55
	OWNS ELECTRIC RATCHET WRENCH (WORKSHOP EQUIPMENT)	61	64
	OWNS OTHER ELECTRIC POWER TOOLS	67	70
	OWNED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	76	79
	RENTED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	110	111
	USED PROFESSIONAL EXTERMINATOR/ PEST CONTROL USE	102	107