

6/22/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	WATCH FRONTLINE (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	95	104
	WATCH LAW AND ORDER: CRIMINAL INTENT (NBC) ONCE A WEEK PROGRAM WITH FULL	127	122
	WATCH NOVA (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	95	101
	WATCH SCRUBS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	121	125
	WATCH SMALLVILLE (THE CW) ONCE A WEEK PROGRAM WITH FULL ATTENTION	196	190
	WATCH THE UNIT (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	129	131
	WATCH LAW AND ORDER: SVU (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	124	121
	WATCH GREYS ANATOMY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	106	109
	WATCH HOUSE (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	110	111
	WATCH LOST (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	110	114
	WATCH THE OFFICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	79	92
	WATCH MEDIUM (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	104	101
	WATCH THE APPRENTICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	104	110
	WATCH COLD CASE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	122	119
	WATCH TWO AND A HALF MEN (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	92	95
	WATCH NCIS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	96	98
	WATCH SURVIVOR (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	81	85
	WATCH THE WALL STREET JOURNAL REPORT ONCE A WEEK PROGRAM WITH FULL ATTENTION	186	179
	WATCH WWE FRIDAY NIGHT SMACKDOWN!(THE CW) ONCE A WEEK PROGRAM WITH FULL	203	190
	WATCH THE BIGGEST LOSER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	127	134
	WATCH DA VINCI INQUEST ONCE A WEEK PROGRAM WITH FULL ATTENTION	159	157
	WATCH DEAL OR NO DEAL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	110	111
	WATCH 30 ROCK (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	129	143
	WATCH THE SHIELD ONCE A WEEK PROGRAM WITH FULL ATTENTION	192	186
	WATCH UGLY BETTY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	136	130
	WATCH GOOD MORNING AMERICA (ABC) EARLY MORNING PROGRAM WITH FULL ATTEN	199	186
	WATCH THE TODAY SHOW (NBC) EARLY MORNING PROGRAM WITH FULL ATTENTION	120	124
	WATCH ALL MY CHILDREN (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	215	194
	WATCH THE PRICE IS RIGHT DAYTIME PROGRAM WITH FULL ATTENTION	179	165
	WATCH GREAT PERFORMANCES (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	74	78
	WATCH THE NEW ADVENTURES OF OLD CHRISTINE(ABC) ONCE A WEEK PROGRAM WITH	81	85
	WATCH FAMILY GUY (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	149	143
	WATCH AS THE WORLD TURNS (CBS) DAYTIME PROGRAM WITH FULL ATTENTION	191	179
	WATCH DAYS OF OUR LIVES DAYTIME PROGRAM WITH FULL ATTENTION	135	124
	WATCH THE VIEW (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	161	157
	WATCH ABC WORLD NEWS TONIGHT EARLY EVENING WEEKDAY NEWS WITH FULL ATT	153	144
	WATCH CBS EVENING NEWS WITH KATIE COURIC EARLY EVENING NEWS WITH FULL AT	134	137
	WATCH NBC NIGHTLY NEWS WITH BRIAN WILLIAMS WITH FULL ATTENTION	107	108
	WATCH WORLD NEWS NOW (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	160	154
	WATCH LATE SHOW WITH DAVID LETTERMAN (CBS) WITH FULL ATTENTION	106	101
	WATCH THE TONIGHT SHOW WITH JAY LENO (NBC) WITH FULL ATTENTION	121	123
	WATCH 20/20 (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	163	156
	WATCH 60 MINUTES (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	147	142
	WATCH AMERICAS MOST WANTED (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTI	175	168
	WATCH COPS (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	150	143
	WATCH ER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	122	125
	WATCH FRIDAY NIGHT LIGHTS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	96	105
	WATCH INSIDE EDITION (WEEKEND) ONCE A WEEK PROGRAM WITH FULL ATTENTION	242	235
	WATCH LAW AND ORDER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	124	121
	WATCH DESPERATE HOUSEWIVES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTI	107	112
	WATCH EXTREME MAKEOVER: HOME EDITION (ABC) ONCE A WEEK PROGRAM WITH FU	118	120
	WATCH THE AMAZING RACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	73	81
	WATCH AMERICAN IDOL (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	113	113
	WATCH CSI: MIAMI (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	125	123
	WATCH WITHOUT A TRACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	128	125
	WATCH BOSTON LEGAL (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	95	100
	WATCH ANTIQUES ROADSHOW (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	87	86
	WATCH THE CHRIS MATTHEWS SHOW ONCE A WEEK PROGRAM WITH FULL ATTENTION	101	105
	WATCH MASTERPIECE THEATER (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	102	107
	WATCH MYSTERY! (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88	89
	WATCH WASHINGTON WEEK (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	115	117
	WATCH CSI: CRIME SCENE INVESTIGATION (CBS) ONCE A WEEK PROGRAM WITH FULL	111	112
	WATCH THE EARLY SHOW (CBS) WITH FULL ATTENTION	171	173
	WATCH BONES (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	122	123
	WATCH CRIMINAL MINDS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	125	122
	WATCH GHOST WHISPERER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	127	121
	WATCH HOW I MET YOUR MOTHER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTI	78	87
	WATCH MY NAME IS EARL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	100	103
	WATCH PRISON BREAK (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	160	156
	WATCH SUPERNATURAL (THE CW)ONCE A WEEK PROGRAM WITH FULL ATTENTION	184	171
	WATCH SUPERNANNY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	148	141
	WATCHED WESTMINISTER DOG SHOW (USA NETWORK) LAST TIME IT WAS SHOWN	76	79
	WATCHED PRIMETIME EMMY AWARDS LAST TIME IT WAS SHOWN	134	133
	WATCHED THE ANNUAL ACADEMY AWARDS (ABC) LAST TIME IT WAS SHOWN	100	102
	WATCHED AMERICAN FILM INSTITUTE (AFI) SPECIALS (CBS) LAST TIME IT WAS SHOWN	117	126
	WATCHED THE TEEN CHOICE AWARDS (FOX) LAST TIME IT WAS SHOWN	169	162
	USE RADIO MOST FOR INFORMATION ON WHATS ON TV	161	153
	USE TV GUIDE MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	138	132
	USE LOCAL CABLE LISTINGS CHANEL MOST FOR INFORMATION ON WHATS ON TV	117	115



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	USE INTERACTIVE PROGRAM GUIDE MOST FOR INFORMATION ON WHATS ON TV	86	92
	USE NEWSPAPERS MOST FOR INFORMATION ON WHATS ON TV	95	93
	USE INTERNET MOST FOR INFORMATION ON WHATS ON TV	106	112
	USE SUNDAY TV MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	108	104
	WATCHED MACYS THANKSGIVING DAY PARADE (NBC) LAST TIME IT WAS SHOWN	102	102
	WATCHED GOLDEN GLOBE AWARDS (NBC) LAST TIME IT WAS SHOWN	115	116
	WATCHED GRAMMY AWARDS (CBS) LAST TIME IT WAS SHOWN	146	142
	WATCHED CBS THANKSGIVING DAY PARADE LAST TIME IT WAS SHOWN	112	110
	WATCHED MISS USA PAGENT (NBC) LAST TIME IT WAS SHOWN	115	115
	WATCHED MTV VIDEO MUSIC AWARDS (VMA) LAST TIME IT WAS SHOWN	184	171
	WATCHED NAACP IMAGE AWARDS (CBS) LAST TIME IT WAS SHOWN	321	300
	WATCHED PEOPLES CHOICE AWARDS (CBS) LAST TIME IT WAS SHOWN	131	127
	WATCHED SATURDAY NIGHT LIVE SPECIALS (NBC) LAST TIME IT WAS SHOWN	109	112
	WATCHED TONY AWARDS (CBS) LAST TIME IT WAS SHOWN	151	144
	WATCHED TOURNAMENT OF ROSES PARADE (NBC) LAST TIME IT WAS SHOWN	90	90



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
CLEANING PRODUCTS	USE DAWN WASH N TOSS SCOURING PADS/SPONGES	164	153
	USE SCOTCH BRITE SCOURING PADS/SPONGES	85	88
	USE CHEER LAUNDRY SOAPS/DETERGENTS	120	116
	USE PUREX LAUNDRY SOAPS/DETERGENTS	127	122
	USE TIDE LAUNDRY SOAPS/DETERGENTS	97	98
	USE DAWN DISHWASHING LIQUID (NOT AUTO DISHWASHING)	102	101
	USE PALMOLIVE DISHWASHING LIQUID (NOT AUTO DISHWASHING)	104	104
	USED CASCADE AUTOMATIC DISHWASHING DETERGENT/RINSE	71	77
	USED ELECTRASOL AUTOMATIC DISHWASHING DETERGENT/RINSE	66	74
	USE STORE BRAND CLEANERS	135	135
	USE COMET ABRASIVE CLEANERS	110	108
	USE SOFT SCRUB CLEANERS	92	95
	USE WINDEX WINDOW/GLASS CLEANERS	97	98
	USE TY-D-BOL IN-TANK TOILET CLEANERS	187	168
	USE PINE-SOL HOUSEHOLD CLEANERS	125	120
	USE WOOLITE RUG CLEANERS/SHAMPOOS	117	116
	USE GLADE RUG DEODORIZERS	175	166
	USE CLOROX IN-BOWL TOILET CLEANERS	113	112
	USE COMET HOUSEHOLD CLEANERS	116	113
	USE MR CLEAN HOUSEHOLD CLEANERS	109	107
	USE PUREX HOUSEHOLD CLEANERS	164	150
	USE SOFT SCRUB HOUSEHOLD CLEANERS	83	87
	USE ARMSTRONG FLOOR WAX OR POLISH	110	109
	USE OXICLEAN LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	98	99
	HOUSEHOLD USES LAUNDRY SOAPS/DETERGENTS	100	100
	USE ARIEL LAUNDRY SOAPS/DETERGENTS	73	68
	USE IVORY SNOW LAUNDRY SOAPS/DETERGENTS	213	188
	USE WOOLITE LAUNDRY SOAPS/DETERGENTS	157	147
	USE STORE BRAND LAUNDRY SOAPS/DETERGENTS	100	104
	HOUSEHOLD USES LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	93	94
	USE WOOLITE LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	182	175
	HOUSEHOLD USES BLEACH	102	101
	USE PUREX BLEACH	184	172
	USE STORE BRAND BLEACH	89	91
	USE CLOROX BLEACH	107	106
	HOUSEHOLD USES FABRIC SOFTENERS	99	99
	USE BOUNCE SHEETS FABRIC SOFTENERS	104	104
	USE DOWNY LIQUID FABRIC SOFTENERS	95	96
	USE SNUGGLE SHEETS FABRIC SOFTENERS	140	136
	USE STORE BRAND FABRIC SOFTENERS	94	94
	HOUSEHOLD USES DISHWASHING LIQUID (NOT AUTO DISHWASHING)	98	99
	HOUSEHOLD USES AUTOMATIC DISHWASHING DETERGENT/RINSE	75	81
	USE SWIFFER HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	80	84
	USE CLOROX HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	127	127
	USE LYSOL HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	141	141
	USE MR CLEAN HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	149	140
	USE STORE BRAND HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	109	108
	HOUSEHOLD USES SCOURING PADS/SPONGES	100	99
	USED STORE BRAND AUTOMATIC DISHWASHING DETERGENT/RINSE	65	74
	USE BRILLO SCOURING PADS/SPONGES	137	132
	HOUSEHOLD USES HH CLEANING DISPOSABLE WIPES/FLOOR CLEANERS	101	101
	HOUSEHOLD USES ABRASIVE CLEANERS	99	98
	HOUSEHOLD USES OVEN CLEANERS	128	124
	USE EASY-OFF OVEN CLEANERS	130	126
	USE SOS OVEN CLEANING PADS	175	170
	HOUSEHOLD USES DRAIN CLEANERS	104	103
	USE DRANO DRAIN CLEANERS	103	104
	USE LIQUID PLUMR DRAIN CLEANERS	110	109
	HOUSEHOLD USES FORMULA 409 WINDOW/GLASS CLEANERS	99	99
	USE FORMULA 409 WINDOW/GLASS CLEANERS	157	155
	USE MR CLEAN WINDOW/GLASS CLEANERS	179	173
	USE CLOROX IN-TANK TOILET CLEANERS	124	121
	HOUSEHOLD USES IN-BOWL TOILET CLEANERS	106	105
	HOUSEHOLD USES METAL POLISHES/CLEANERS	92	93
	USE WRIGHTS FRIEND METAL POLISHES/CLEANERS	79	83
	USE BAR KEEPERS FRIEND METAL POLISHES/CLEANERS	80	80
	HOUSEHOLD USES HOUSEHOLD CLEANERS	100	100
	USE FABULOSO HOUSEHOLD CLEANERS	165	155
	USE SCRUBBING BUBBLES HOUSEHOLD CLEANERS	84	87
	USE FANTASTIK ALL-PURPOSE HOUSEHOLD CLEANERS	99	100
	USE FORMULA 409 HOUSEHOLD CLEANERS	94	94
	USE LIME-A-WAY HOUSEHOLD CLEANERS	89	89
	USE LYSOL ALL PURPOSE CLEANER HOUSEHOLD CLEANERS	102	103
	USE WINDEX HOUSEHOLD CLEANERS	95	96
	HOUSEHOLD USES FLOOR WAX OR POLISH	124	120
	USE MR CLEAN FLOOR WAX OR POLISH	175	158
	USE MURPHYS OIL SOAP FLOOR WAX OR POLISH	114	113
	HOUSEHOLD USES RUG CLEANERS/SHAMPOOS	94	96
	USE BISSELL RUG CLEANERS/SHAMPOOS	89	90



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE SCOTCHGARD RUG CLEANERS/SHAMPOOS	127	130
	HOUSEHOLD USES RUG DEODORIZERS/FRESHENERS	121	117
	USE LYSOL FABRIC REFRESHER RUG DEODORIZERS	173	166
	USE JOY DISHWASHING LIQUID (NOT AUTO DISHWASHING)	143	140
	USE SUNLIGHT DISHWASHING LIQUID (NOT AUTO DISHWASHING)	153	147
	USE STORE BRAND DISHWASHING LIQUID (NOT AUTO DISHWASHING)	116	119
	USE CLOROX TOILET WAND IN-TANK TOILET CLEANERS	126	126
	USE GLADE IN-BOWL TOILET CLEANERS	224	220

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
COMPUTERS/INTERNET	ANYONE IN HH OWNS COMPUTER PERIPHERALS/ACCESORIES	80	84
	OWN PERSONAL INFORMATION MANAGEMENT SOFTWARE	77	83
	OWN TIME MANAGEMENT SOFTWARE	70	81
	BOUGHT SOFTWARE AT SOFTWARE STORE DURING LAST 12 MONTHS	118	120
	USED/VISITED LINKEDINCOM DURING LAST 7 DAYS	101	120
	INTENDS TO PURCHASE PC IN NEXT 18 MONTHS	105	108
	USE INTERNET	95	97
	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: PERSONAL ADS/DATING SERVICES	135	137
	USED WEB APPLICATIONS DURING LAST 12 MONTHS	93	98
	PC AT HOME USED FOR NETWORKING (SHARING 2 OR MORE DEVICES)	66	78
	PC AT HOME USED FOR INTERNET/E-MAIL	81	86
	HOUSEHOLD HAS A HOME NETWORK	77	85
	HOUSEHOLD OWNS 1 PC	98	96
	HOUSEHOLD OWNS PCS	84	90
	HOUSEHOLD OWNS 3 PCS	61	73
	HOUSEHOLD OWNS 4 PCS	64	72
	MOST RECENTLY ACQUIRED HOME PC BRAND: DELL	82	87
	MOST RECENTLY ACQUIRED HOME PC BRAND: ACER	93	91
	MOST RECENTLY ACQUIRED HOME PC BRAND: COMPAQ	109	104
	MOST RECENTLY ACQUIRED HOME PC BRAND: GATEWAY	81	83
	MOST RECENTLY ACQUIRED HOME PC BRAND: HEWLETT PACKARD	73	77
	MOST RECENTLY ACQUIRED HOME PC BRAND: OTHER BRAND	91	93
	MOST RECENTLY ACQUIRED HOME PC BRAND: SONY VAIO	83	95
	MOST RECENTLY ACQUIRED HOME PC BRAND: TOSHIBA	85	89
	MOST RECENTLY ACQUIRED HOME PC BRAND: IBM	83	87
	MOST RECENTLY ACQUIRED HOME PC BRAND: APPLE MACINTOSH/ POWER MACINTOSH	62	75
	MOST RECENT PC AT HOME PURCHASED VIA MAIL ORDER/PHONE ORDER	82	85
	MOST RECENT PC AT HOME PURCHASED AT AUDIO/VIDEO ELECTRONICS STORE	80	84
	MOST RECENT PC AT HOME PURCHASED AT COMPUTER STORE	85	89
	MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE	110	105
	MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER	70	78
	MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE	82	80
	MOST RECENT PC AT HOME PURCHASED WHOLESAL/PRICE CLUBS	92	98
	MOST RECENT PC AT HOME PURCHASED ONLINE	74	82
	MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE	18	32
	HOUSEHOLD OWNS PC	90	92
	PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT	67	77
	PC AT HOME USED FOR ACCOUNTING	64	73
	PC AT HOME USED FOR BUSINESS ANALYSIS/FORECASTING	77	84
	PC AT HOME USED FOR COMPUTER GAMES	84	87
	PC AT HOME USED FOR DESKTOP PUBLISHING	70	79
	PC AT HOME USED FOR EDUCATION	91	94
	PC AT HOME USED FOR FILING/DATABASE MANAGEMENT	78	86
	PC AT HOME USED FOR GRAPHICS/PRESENTATION	73	82
	PC AT HOME USED FOR HOME BANKING	72	80
	PC AT HOME USED FOR HOME SHOPPING	74	81
	PC AT HOME USED FOR PROGRAMMING	85	93
	PC AT HOME USED FOR RETRIEVAL OF NEWS/INFORMATION/DATA SERVICES	74	82
	PC AT HOME USED FOR TAXES	71	80
	PC AT HOME USED FOR TIME MANAGEMENT	71	83
	PC AT HOME USED FOR TRAVEL PLANNING	73	81
	PC AT HOME USED FOR WORD PROCESSING	76	83
	PC AT HOME USED FOR TELECOMMUTING	73	85
	OWN SPREADSHEETS SOFTWARE	71	81
	OWN BUSINESS SOFTWARE (ACC, PAYROLL ETC)	71	78
	OWN COMMUNICATIONS/E-MAIL SOFTWARE	71	77
	OWN DESKTOP PUBLISHING	70	79
	OWN EDUCATIONAL SOFTWARE	82	88
	OWN FILING/DATABASE SOFTWARE	77	85
	OWN GAMES/RECREATION SOFTWARE	79	83
	OWN GRAPHICS/PRESENTATION SOFTWARE	76	85
	OWN PERSONAL FINANCIAL SOFTWARE	68	77
	OWN WORD PROCESSING SOFTWARE	76	83
	OWN PROGRAMMING LANGUAGE/AIDS SOFTWARE	73	82
	OWN REMOTE ACCESS SOFTWARE	67	79
	OWN ANTI-VIRUS SOFTWARE	79	84
	OWN INTERNET FIREWALL SECURITY	78	84
	BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS	109	116
	BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS	85	92
	BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS	80	87
	BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS	116	118
	BOUGHT SOFTWARE DIRECTLY FROM MANUFACTURER DURING THE LAST 12 MONTHS	91	103
	BOUGHT SOFTWARE DIRECTLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS	81	85
	BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS	97	99
	BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS	77	86
	BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS	81	88
	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES	88	96
	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: VIDEO GAME NEWS/ REVIEWS/ CHEAT CODE	93	99
	MOST RECENTLY ACQUIRED HOME PC BRAND:	23	30



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	MOST RECENTLY ACQUIRED HOME PC BRAND: EMACHINES	82	84
	USED WEBSITES DURING LAST 7 DAYS	88	92
	PC AT HOME USED FOR DIGITAL PHOTO EDITING (FROM DIGITAL CAMERA)	70	77
	USE INTERNET MOSTLY AT HOME	89	92
	USE INTERNET MOSTLY AT WORK	82	89
	USE INTERNET MOSTLY AT SCHOOL	131	133
	USE INTERNET MOSTLY AT LIBRARY	180	167
	USE INTERNET MOSTLY AT RESTAURANTS/COFFEE SHOPS	96	100
	USE INTERNET ALSO AT RESTAURANTS/COFFEE SHOPS	84	92
	USE INTERNET MOSTLY AT AIRPORTS	94	107
	USE INTERNET MOSTLY AT HOTELS	86	96
	USED/VISITED PAYPALCOM DURING LAST 7 DAYS	76	86
	USED/VISITED YELLOWPAGESCOM DURING LAST 7 DAYS	87	93
	USED/VISITED DATECOM DURING LAST 7 DAYS	96	110
	USED/VISITED EHARMONYCOM DURING LAST 7 DAYS	84	102
	USED/VISITED MYNETWORKTVCOM DURING LAST 7 DAYS	213	173
	USED/VISITED AMERICANSINGLES.COM DURING LAST 7 DAYS	125	122
	USED/VISITED ABOUTCOM DURING LAST 7 DAYS	88	93
	USED/VISITED AMAZONCOM DURING LAST 7 DAYS	83	92
	USED/VISITED AMERICANGREETINGS.COM DURING LAST 7 DAYS	115	116
	USED/VISITED AOLCOM DURING LAST 7 DAYS	105	107
	USED/VISITED ASKCOM (ASKJEEVES) DURING LAST 7 DAYS	104	106
	USED/VISITED BARNESANDNOBLE.COM DURING LAST 7 DAYS	99	106
	USED/VISITED BIZRATECOM DURING LAST 7 DAYS	63	73
	USED/VISITED CBS.COM DURING LAST 7 DAYS	92	102
	USED/VISITED TICKETMASTER.COM DURING LAST 7 DAYS	83	93
	USED/VISITED CLASSMATES.COM DURING LAST 7 DAYS	108	107
	USED/VISITED CNN.COM DURING LAST 7 DAYS	83	93
	USED/VISITED DISNEY.COM DURING LAST 7 DAYS	71	79
	USED/VISITED EBAY.COM DURING LAST 7 DAYS	71	79
	USED/VISITED ESPN.COM DURING LAST 7 DAYS	73	82
	USED/VISITED EXPEDIA.COM DURING LAST 7 DAYS	84	94
	USED/VISITED FOX.COM DURING LAST 7 DAYS	82	88
	USED/VISITED GEOCITIES.COM DURING LAST 7 DAYS	66	68
	USED/VISITED GOOGLE.COM DURING LAST 7 DAYS	77	85
	USED/VISITED SUPERPAGES.COM DURING LAST 7 DAYS	112	121
	USED/VISITED HOTMAIL.COM DURING LAST 7 DAYS	89	96
	USED/VISITED IVILLAGE.COM DURING LAST 7 DAYS	129	123
	USED/VISITED MAPQUEST.COM DURING LAST 7 DAYS	81	90
	USED/VISITED MATCH.COM DURING LAST 7 DAYS	86	94
	USED/VISITED MSN.COM DURING LAST 7 DAYS	75	84
	USED/VISITED MSNB.COM DURING LAST 7 DAYS	75	84
	USED/VISITED NASCAR.COM DURING LAST 7 DAYS	64	68
	USED/VISITED NBCCOM DURING LAST 7 DAYS	96	105
	USED/VISITED NYTIMES.COM DURING LAST 7 DAYS	106	116
	USED/VISITED ORBITZ.COM DURING LAST 7 DAYS	71	81
	USED/VISITED SONY.COM DURING LAST 7 DAYS	80	85
	USED/VISITED CBSSPORTSLINE.COM DURING LAST 7 DAYS	79	90
	USED/VISITED TIME.COM DURING LAST 7 DAYS	67	81
	USED/VISITED TRAVELOCITY.COM DURING LAST 7 DAYS	74	84
	USED/VISITED USATODAY.COM DURING LAST 7 DAYS	90	97
	USED/VISITED WSJ.COM DURING LAST 7 DAYS	66	81
	USED/VISITED WEATHER.COM DURING LAST 7 DAYS	76	84
	USED/VISITED YAHOO.COM DURING LAST 7 DAYS	96	99
	USED/VISITED HPCOM DURING LAST 7 DAYS	67	75
	USED/VISITED BESTBUY.COM DURING LAST 7 DAYS	92	102
	USED/VISITED MARKETWATCH.COM DURING LAST 7 DAYS	64	77
	USED/VISITED COOLSAVINGS.COM DURING LAST 7 DAYS	66	75
	USED/VISITED DELL.COM DURING LAST 7 DAYS	82	90
	USED/VISITED LATIMES.COM DURING LAST 7 DAYS	71	85
	USED/VISITED MLB.COM DURING LAST 7 DAYS	64	70
	USED/VISITED MONSTER.COM DURING LAST 7 DAYS	116	125
	USED/VISITED NBACOM DURING LAST 7 DAYS	103	111
	USED/VISITED NFL.COM DURING LAST 7 DAYS	85	89
	USED/VISITED NHL.COM DURING LAST 7 DAYS	70	78
	USED/VISITED PGATOUR.COM DURING LAST 7 DAYS	68	83
	USED/VISITED REUTERS.COM DURING LAST 7 DAYS	72	82
	USED/VISITED VERIZON.COM DURING LAST 7 DAYS	96	101
	USED/VISITED WASHINGTONPOST.COM DURING LAST 7 DAYS	129	146
	USED/VISITED 1800FLOWERS.COM DURING LAST 7 DAYS	142	140
	USED/VISITED MYSPACE.COM DURING LAST 7 DAYS	114	113
	USED/VISITED NETFLIX.COM DURING LAST 7 DAYS	69	80
	USED/VISITED T-MOBILE.COM DURING LAST 7 DAYS	140	138
	INTERNET BANNER ADS-FORM VERY OFTEN LEADS TO PURCHASE	122	116
	EMAIL ADS-FORM VERY OFTEN LEADS TO PURCHASE	164	159
	INTERNET FLOATIN ADS-FORM VERY OFTEN LEADS TO PURCHASE	80	78
	INTERNET FULL-MOTION VIDEO ADS-FORM VERY OFTEN LEADS TO PURCHASE	116	104
	INTERNET POP-UP/UNDER WINDOW ADS-FORM VERY OFTEN LEADS TO PURCHASE	99	96
	SPONSORED WEBSITED FROM RESEARCH RESULTS VERY OFTEN LEAD TO PURCHASE	78	86



6/22/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	WEBPAGE LINKS FORM VERY OFTEN LEADS TO PURCHASE	134	125
	USED/VISITED FAMILYFUNCOM DURING LAST 7 DAYS	70	77
	USED/VISITED IMDBCOM DURING LAST 7 DAYS	103	109



6/22/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
DINING	USE FAST FOOD AND DRIVE-IN RESTAURANT	100	100
	USE FAMILY RESTAURANTS AND STEAK HOUSES	94	95
	EAT ANY MEAL ALONE AT FAST FOOD RESTAURANTS	106	107
	EAT AT ANY FAST FOOD RESTAURANT WITH CHILDREN UNDER 12	97	100
	EAT AT ANY FAST FOOD RESTAURANT WITH TEENS 12-17	98	98
	ATE 14 OR MORE TIMES IN LAST 30 DAYS AT A FAST FOOD RESTAURANT	107	107
	ATE 6-13 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTAURANT	94	93
	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTAURANT	89	90
	ATE ANY MEAL ALONE AT A FAMILY RESTAURANT	132	129
	EAT ANY MEAL WITH CHILDREN UNDER 12 AT A FAMILY RESTAURANT	93	96
	EAT ANY MEAL WITH TEENS 12 -17 AT A FAMILY RESTAURANT	91	93
	ATE 10 OR MORE TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	127	126
	ATE 6-9 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	91	92
	ATE 4-5 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	86	87
	ATE 3 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	84	87
	ATE 2 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	88	89
	ATE 1 TIME AT FAMILY RESTAURANT IN LAST 30 DAYS	92	93

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
ELECTRONICS	BOUGHT DVDS FROM BMG MUSIC	344	289
	BOUGHT DVDS FROM SAM GOODY/MUSIC LAND	145	137
	BOUGHT DVDS FROM SUN COAST VIDEO	77	85
	OWN IRIVER PORTABLE MP3/DIGITAL MEDIA PLAYER	64	82
	HH OWNS ATLEAST 1 TV SET	100	100
	BOUGHT SELF-HELP/LANGUAGE/EDUCATIONAL DVDS IN LAST 12 MONTHS	103	109
	HOUSEHOLD OWNS DVD PLAYER	100	100
	USED DISPOSABLE CAMERAS IN LAST 12 MONTHS	127	124
	OWN STILL CAMERAS	88	91
	OWNTURNTABLE STEREO/RADIO EQUIPMENT	79	83
	OWN COMPACT OR CONSOLE STEREO STEREO/RADIO EQUIPMENT	87	91
	OWN AUDIO COMPONENT SYSTEM (RACK SYSTEM) STEREO/RADIO EQUIPMENT	80	85
	OWN STEREO RECEIVER/TUNER/AMPL (ALL IN ONE) STEREO/RADIO EQUIPMENT	84	89
	OWN HOME THEATER AUDIO SYSTEM STEREO/RADIO EQUIPMENT	82	88
	OWN SURROUND SOUND DECODER STEREO/RADIO EQUIPMENT	79	88
	OWN COMPACT DISC (CD) PLAYER STEREO/RADIO EQUIPMENT	85	88
	OWN MINI DISC (MD) PLAYER STEREO/RADIO EQUIPMENT	85	88
	OWN PORTABLE/ RADIO/CASSETTE PLAYER STEREO/RADIO EQUIPMENT	91	93
	OWN DIGITAL COMPACT CASSETTE (DCC) PLAYER STEREO/RADIO EQUIPMENT	87	89
	OWN DIGITAL AUDIO TAPE (DAT) PLAYERSTEREO/RADIO EQUIPMENT	103	104
	OWN PORTABLE/ CASSETTE PLAYER STEREO/RADIO EQUIPMENT	85	89
	OWN PORTABLE/ COMPACT DISC PLAYER STEREO/RADIO EQUIPMENT	90	94
	BOUGHT MUSIC FROM AUDIO/VIDEO STORES IN LAST 12 MONTHS	110	112
	BOUGHT MUSIC FROM DEPARTMENT STORES IN LAST 12 MONTHS	114	109
	BOUGHT MUSIC FROM DISCOUNT STORES IN LAST 12 MONTHS	84	86
	BOUGHT MUSIC FROM BOOK STORES IN LAST 12 MONTHS	86	94
	BOUGHT MUSIC FROM VARIETY STORES IN LAST 12 MONTHS	111	114
	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE STORES IN LAST 12 MONTHS	126	120
	BOUGHT MUSIC FROM RELIGIOUS ARTICLES STORE IN LAST 12 MONTHS	120	122
	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE CLUBS IN LAST 12 MONTHS	139	142
	BOUGHT MUSIC ON-LINE IN LAST 12 MONTHS	85	93
	LG TV	87	92
	HH OWNS 3 TVS	94	94
	HH OWNS 2 TVS	105	104
	HH OWNS 1 TV	106	106
	MOST RECENT TV PURCHASED IS A BIG SCREEN PROJECTION(42 INCHES OR MORE)	81	85
	MOST RECENT TV COST \$3,000 OR MORE	56	67
	MOST RECENT TV COST \$2,000 - \$2,999	85	91
	MOST RECENT TV COST \$500 - \$999	81	83
	MOST RECENT TV COST \$300 - \$499	92	91
	MOST RECENT TV COST \$200 - \$299	110	108
	MOST RECENT TV COST \$100 - \$199	105	101
	MOST RECENT TV COST LESS THAN \$100	111	108
	HH OWNS A UNIVERSAL REMOTE CONTROL	101	100
	OWN CAMCORDER/VIDEO CAMERAS	77	80
	OWN DVD PLAYER STEREO/RADIO EQUIPMENT	92	94
	BOUGHT DVDS IN LAST 12 MONTHS	99	100
	RENTED DVDS IN LAST 12 MONTHS	86	90
	BOUGHT SPORTS DVDS IN LAST 12 MONTHS	100	96
	BOUGHT EXERCISE/AEROBICS/FITNESS DVDS IN LAST 12 MONTHS	127	129
	BOUGHT OTHER INSTRUCTIONAL/HOW-TO DVDS IN LAST 12 MONTHS	111	113
	BOUGHT CHILDRENS DVDS IN LAST 12 MONTHS	92	93
	BOUGHT TELEVISION SERIES DVDS IN LAST 12 MONTHS	97	101
	MOST RECENT TV COST \$1,500 - \$1,999	77	84
	MOST RECENT TV COST \$1,000 - \$1,499	77	82
	BOUGHT DVDS FROM BARNESANDNOBLECOM	73	81
	BOUGHT DVDS FROM AMAZONCOM	92	98
	BOUGHT DVDS FROM BLOCKBUSTER	100	109
	BOUGHT DVDS FROM COLUMBIA HOUSE	140	125
	BOUGHT DVDS FROM HOLLYWOOD VIDEO	100	99
	BOUGHT DVDS FROM TOWER RECORDS	103	100
	BOUGHT DVDS FROM BJS WHOLESALE CLUB	101	101
	BOUGHT DVDS FROM BEST BUY	104	110
	BOUGHT DVDS FROM BORDERS	108	114
	BOUGHT DVDS FROM CIRCUIT CITY	140	142
	BOUGHT DVDS FROM KMART	128	121
	BOUGHT DVDS FROM COSTCO	68	81
	BOUGHT DVDS FROM SAMS CLUB	87	90
	BOUGHT DVDS FROM WALMART	96	98
	BOUGHT DVDS FROM TARGET	100	105
	PURCHASED BLANK AUDIO/VIDEO FOR RECORDING IN LAST 12 MONTHS	99	101
	PURCHASED BLANK AUDIO/VIDEO CDS	102	102
	PURCHASED BLANK AUDIO/VIDEO DVDS	98	101
	BOUGHT MUSIC FROM SUPERMARKETS/DRUG STORE IN LAST 12 MONTHS	115	119
	BOUGHT MUSIC BY MAIL OR PHONE IN LAST 12 MONTHS	136	121
	OWN FACSIMILE (FAX)	80	85
	OWN PDA (PERSONAL DIGITAL ASSISTANT/ HANDHELD ORGANIZER)	86	96
	USE CASIO PDA (PERSONAL DIGITAL ASSISTANT)	167	155
	USE COMPAQ PDA (PERSONAL DIGITAL ASSISTANT)	101	116

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE HEWLETT-PACKARD PDA (PERSONAL DIGITAL ASSISTANT)	68	76
	USE HANDSPRING PDA (PERSONAL DIGITAL ASSISTANT)	167	196
	USE PALM PDA (PERSONAL DIGITAL ASSISTANT)	79	87
	USE CLIE (SONY) PDA (PERSONAL DIGITAL ASSISTANT)	79	94
	BOUGHT DVDS FROM MOVIES GALLERY	183	167
	OWN BOOM BOX STEREO/RADIO EQUIPMENT	90	94
	OWN CLOCK RADIO STEREO/RADIO EQUIPMENT	88	91
	OWN SEPERATE STEREO COMPONENTS STEREO/RADIO EQUIPMENT	78	84
	HH OWNS 5 TVS	83	86
	HH OWNS 4 TVS	109	107
	DELL TV	150	145
	MOST RECENT TV PUCHASED IS AN HDTV (HIGH DEFINITION TV)	88	91
	MOST RECENT TV PUCHASED IS A TRADITIONAL TUBE	101	100
	OWN ANY TRADITIONAL TUBE TV	98	99
	HOUSEHOLD HAS DVR (DIGITAL VIDEO RECORDING)	88	93
	DVR BUILT-IN TO YOUR CABLE/SATELLITE BOX	85	90
	STANDALONE DVR BOX	78	85
	USE PERSONAL COMPUTER FOR DVR	86	98
	OTHER KIND OF DVR	145	147
	DVR SERVICE PROVIDED BY TIVO	59	76
	DVR SERVICE PROVIDED BY REPLAY TV	172	159
	DVR SERVICE PROVIDED BY DIRECTV	88	91
	DVR SERVICE PROVIDED BY DISH NETWORK	79	79
	DVR SERVICE PROVIDED BY CABLE COMPANY	98	104
	NO SUBSCRIPTION FOR DVR	97	101
	OTHER KIND OF DVR SERVICE PROVIDER	97	98
	HH OWNS A VCR	96	96
	OWN ANY BIG SCREEN PROJECTION(42 INCHES OR MORE) TV	80	86
	EMERSON TV	103	95
	GE (GENERAL ELECTRIC TV)	90	86
	HITACHI TV	87	93
	JVC TV	86	91
	mitsubishi TV	82	87
	SHARP TV	89	92
	PANASONIC TV	77	81
	PCA TV	100	98
	SAMSUNG TV	92	98
	SANYO TV	98	94
	SONY TV	74	81
	SYLVANIA TV	116	111
	TOSHIBA TV	78	83
	ZENITH TV	110	105
	PHILIPS/MAGNAVOX TV	96	96
	MOST RECENT TV PUCHASED IS A FLAT PANEL - PLASMA	76	80
	OWN ANY FLAT PANEL - PLASMA TV	77	81
	MOST RECENT TV PUCHASED IS A FLAT PANEL - LCD	81	87
	OWN ANY FLAT PANEL - LCD TV	80	86
	BOUGHT DVDS FROM GROCERY STORE/SUPERMARKET	82	83
	BOUGHT MOVIES - HITS/ NEW RELEASES DVDS IN LAST 12 MONTHS	100	103
	BOUGHT MOVIES - CLASSIC/ ALL OTHER DVDS IN LAST 12 MONTHS	89	92
	OWN CREATIVE ZEN PORTABLE MP3/DIGITAL MEDIA PLAYER	94	98
	OWN IPOD (APPLE) PORTABLE MP3/DIGITAL MEDIA PLAYER	86	96
	OWN SONY PORTABLE MP3/DIGITAL MEDIA PLAYER	128	128
	OWN OTHER BRAND PORTABLE MP3/DIGITAL MEDIA PLAYER	112	115
	OWN OR PLAY VIDEO GAMES	100	101
	OWN OR PLAY GAME BOY ADVANCE SP VIDEO GAMES	120	116
	OWN OR PLAY GAME BOY MICRO VIDEO GAMES	159	153
	OWN OR PLAY XBOX VIDEO GAMES	123	122
	OWN OR PLAY GAMECUBE VIDEO GAMES	122	118
	OWN OR PLAY LEAPSTER/LEAPSTER L-MAX VIDEO GAMES	146	138
	OWN OR PLAY NINTENDO 64 VIDEO GAMES	107	103
	OWN OR PLAY NINTENDO DS VIDEO GAMES	117	119
	OWN OR PLAY PLAYSTATION VIDEO GAMES	123	119
	OWN OR PLAY PLAYSTATION 2 VIDEO GAMES	110	109
	OWN OR PLAY SEGA DREAMCAST VIDEO GAMES	147	140
	OWN OR PLAY SEGA GAME GEAR VIDEO GAMES	162	150
	OWN OR PLAY SONY PSP VIDEO GAMES	131	126
	OWN OR PLAY XBOX 360 VIDEO GAMES	128	124
	OWN OR PLAY OFFLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	103	106
	OWN OR PLAY ONLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	111	111
	PLAY VIDEO GAMES CONNECTED TO THE INTERNET	105	104
	HOUSEHOLD PURCHASED BATTERIES IN LAST 12 MONTHS	94	95
	USE BLACKBERRY PDA (PERSONAL DIGITAL ASSISTANT)	74	91

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
ENTERTAINMENT/LEISURE	ATTENDED A CONCERT LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	90	93
	ATTENDED A DANCE PERFORMANCE LIVE THEATER/CONCERT/DANCE IN LAST 12 MONT	107	108
	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	110	116
	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	92	96
	VISITED A CASINO IN LAST 12 MONTHS	98	100
	GAMBLED AT A CASINO MORE THAN 10 TIMES IN LAST 12 MONTHS	85	86
	GAMBLED AT A CASINO ON A RIVERBOAT IN LAST 12 MONTHS	92	89
	LEISURE ACTIVITIES/HOBBIES - COOKING FOR FUN IN LAST 12 MONTHS	96	98
	LEISURE ACTIVITIES/HOBBIES - DINING OUT (NOT FAST FOOD) IN LAST 12 MONTHS	87	90
	LEISURE ACTIVITIES/HOBBIES - GO TO A BEACH/LAKE IN LAST 12 MONTHS	80	85
	LEISURE ACTIVITIES/HOBBIES - EDUCATION COURSES IN LAST 12 MONTHS	97	101
	LEISURE ACTIVITIES/HOBBIES - READING BOOKS IN LAST 12 MONTHS	97	99
	LEISURE ACTIVITIES/HOBBIES - PLAYING MUSICAL INSTRUMENT IN LAST 12 MONTHS	79	85
	LEISURE ACTIVITIES/HOBBIES - LISTENING TO MUSIC IN LAST 12 MONTHS	101	102
	LEISURE ACTIVITIES/HOBBIES - PAINTING, DRAWING, SCULPTING IN LAST 12 MONTHS	96	98
	LEISURE ACTIVITIES/HOBBIES - PHOTOGRAPHY IN LAST 12 MONTHS	81	85
	LEISURE ACTIVITIES/HOBBIES - ANTIQUE SHOPPING/SHOWS IN LAST 12 MONTHS	77	80
	LEISURE ACTIVITIES/HOBBIES - VISIT STATE FAIR(S) IN LAST 12 MONTHS	94	96
	LEISURE ACTIVITIES/HOBBIES - BIRD WATCHING IN LAST 12 MONTHS	74	75
	LEISURE ACTIVITIES/HOBBIES - VISITING A ZOO IN LAST 12 MONTHS	90	94
	LEISURE ACTIVITIES/HOBBIES - CARD GAMES IN LAST 12 MONTHS	95	97
	LEISURE ACTIVITIES/HOBBIES - BOARD GAMES IN LAST 12 MONTHS	90	94
	PERSONALLY BOUGHT PORCELAIN FIGURINES COLLECTIBLES IN LAST 12 MONTHS	98	98
	PERSONALLY BOUGHT ANIMATION ART(COLLECTIBLE ANMTION CELLS) COLLECTIBLES	79	83
	PERSONALLY BOUGHT ANTIQUE TOYS COLLECTIBLES IN LAST 12 MONTHS	96	93
	PERSONALLY BOUGHT COINS (NUMISMATIC) COLLECTIBLES IN LAST 12 MONTHS	98	98
	PERSONALLY BOUGHT COTTAGES/HOUSES (PORCELAIN) COLLECTIBLES IN LAST 12 MC	74	77
	PERSONALLY BOUGHT CRYSTAL FIGURES/OBJECTS COLLECTIBLES IN LAST 12 MONTH	104	103
	PERSONALLY BOUGHT DECOR/COMM/LTD EDITION PLATES COLLECTIBLES IN LAST 12 M	91	93
	PERSONALLY BOUGHT AWARNER BROS/HANNA BARBERA, OTHER COLLECTIBLES IN LA	105	103
	PERSONALLY BOUGHT DISNEY (PARTICULAR CHARACTER/THEME PARK) COLLECTIBLE	145	144
	PERSONALLY BOUGHT ORNAMENTS COLLECTIBLES IN LAST 12 MONTHS	73	79
	PERSONALLY BOUGHT PAPER COLLECTIBLES(COMIC BOOKS,POSTCRDS) COLLECTIBLE	140	138
	PERSONALLY BOUGHT SPORTS MEMORABILIA/TRADING CARDS COLLECTIBLES IN LAST	92	92
	PERSONALLY BOUGHT STAMPS COLLECTIBLES IN LAST 12 MONTHS	113	105
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - DOWNHILL/CROSS COUNTRY SI	74	80
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AEROBICS	119	120
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BACKPACKING/HIKING	75	81
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - MOUNTAIN/ROAD	79	84
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - IN-LINE SKATING/ROLLER SKATI	123	118
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOTORCYCLING	81	81
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ROWING - STATIONARY/OUTDO	94	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SURFING/WINDSURFING	93	93
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WEIGHT TRAINING	92	97
	LEISURE ACTIVITIES/HOBBIES - WOODWORK/FURNITURE REFINISHING IN LAST 12 MON	70	74
	LEISURE ACTIVITIES/HOBBIES - GARDENING IN LAST 12 MONTHS	74	76
	LEISURE ACTIVITIES/HOBBIES - GOING TO BARS/NIGHTCLUBS/DANCING IN LAST 12 MON	103	106
	LEISURE ACTIVITIES/HOBBIES - NEEDLEWORK/QUILTING IN LAST 12 MONTHS	80	81
	LEISURE ACTIVITIES/HOBBIES - VISITING MUSEUMS IN LAST 12 MONTHS	84	89
	PERSONALLY BOUGHT DOLLS (COLLECTIBLE TYPE) COLLECTIBLES IN LAST 12 MONTHS	105	104
	PERSONALLY BOUGHT WOOD/METAL SCULPTURES COLLECTIBLES IN LAST 12 MONTHS	85	84
	WATCHED ANIMATION MOVIE IN THEATER	94	98
	WATCHED SCI-FI MOVIE IN THEATER	103	106
	WATCHED ACTION/ADVENTURE MOVIE	101	104
	WATCHED COMEDY MOVIE	102	104
	WATCHED DRAMA MOVIE	114	117
	WATCHED FAMILY MOVIE	100	101
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BOWLING	100	101
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - GOLF	70	76
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TENNIS	95	98
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - RACQUETBALL	102	102
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BILLIARDS/POOL	101	101
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ICE SKATING	93	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWMOBILING	92	90
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WATER SKIING	79	82
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SALT WATER FISHING	95	95
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKIN DIVING OR SNORKELING	92	97
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SWIMMING	79	83
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JET SKIING/WAVE RUNNING/WA	89	91
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - POWER BOATING	70	73
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SAILING	91	91
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FLY FISHING	92	91
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FRESH WATER FISHING	85	85
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HORSEBACK RIDING	79	80
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HUNTING	70	69
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TARGET SHOOTING	78	79
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ARCHERY	77	75
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CAMPING TRIPS (OVERNIGHT)	70	72
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOUNTAIN/ROCK CLIMBING	94	94

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FITNESS WALKING/EXERCISE/ V	92	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JOGGING/RUNNING	95	99
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - KARATE/MARTIAL ARTS/KICKBO	110	110
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - STATIONARY	92	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AUTO RACING OR RALLYING	99	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - USE CARDIO MACHINE	93	98
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASKETBALL	109	109
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FOOTBALL	111	109
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HOCKEY	95	95
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOCCER	81	83
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASEBALL	100	101
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOFTBALL	96	98
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - VOLLEYBALL	103	101
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - YOGA	102	105
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWBOARDING	89	90
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKATEBOARDING	93	93
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CANOEING/KAYAKING	74	77
	EXERCISED REGULARLY IN LAST 12 MONTHS	98	101
	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT HOME	100	103
	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT PRIVATE CLUB	74	84
	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT YMCA/YWCA	96	103
	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT OTHER FACILITY	111	111
	PARTICIPATE IN 5 OR MORE PHYSICAL FITNESS PROGRAMS EACH WEEK	89	93
	WATCHED OTHER MOVIE	123	122
	PURCHASED BOOKS IN LAST 12 MONTHS	90	93
	PURCHASED BOOKS FROM BOOK CLUB IN LAST 12 MONTHS	128	126
	PURCHASED BOOKS FROM BOOK STORE IN LAST 12 MONTHS	87	93
	PURCHASED BOOKS ONLINE IN LAST 12 MONTHS	74	83
	PURCHASED BOOKS FROM OTHER IN LAST 12 MONTHS	88	88
	PURCHASED PAPERBACK BOOK IN LAST 12 MONTHS	86	90
	PURCHASED HARDCOVER BOOK IN LAST 12 MONTHS	87	92
	PURCHASED AUDIOBOOK IN LAST 12 MONTHS	78	84
	BOUGHT GAMES AND TOYS IN LAST 12 MONTHS	92	94
	BOUGHT ACTION FIGURES/ROBOTS AND ACCESSORIES GAMES AND TOYS IN LAST 12 M	87	91
	BOUGHT LARGE/BABY DOLLS GAMES AND TOYS IN LAST 12 MONTHS	106	107
	BOUGHT FASHION DOLLS GAMES AND TOYS IN LAST 12 MONTHS	120	118
	BOUGHT PLUSH DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	86	89
	BOUGHT ELECTRONIC DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	110	113
	BOUGHT INFANT TOYS GAMES AND TOYS IN LAST 12 MONTHS	87	88
	BOUGHT PRE-SCHOOL TOYS GAMES AND TOYS IN LAST 12 MONTHS	84	89
	BOUGHT VIDEO GAMES GAMES AND TOYS IN LAST 12 MONTHS	99	100
	BOUGHT ELECTRONIC EDUCATIONAL TOYS GAMES AND TOYS IN LAST 12 MONTHS	94	96
	BOUGHT OTHER EDUCATIONAL TOYS/GAMES GAMES AND TOYS IN LAST 12 MONTHS	88	91
	BOUGHT PLAY SPORTS EQUIPMENT GAMES AND TOYS IN LAST 12 MONTHS	70	78
	BOUGHT CARS/TRUCKS GAMES AND TOYS IN LAST 12 MONTHS	94	95
	BOUGHT BOARD GAMES GAMES AND TOYS IN LAST 12 MONTHS	84	89
	BOUGHT WORD GAMES GAMES AND TOYS IN LAST 12 MONTHS	107	108
	BOUGHT CHILDRENS BOOKS GAMES AND TOYS IN LAST 12 MONTHS	83	87
	BOUGHT OTHER GAMES AND TOYS IN LAST 12 MONTHS	94	95
	BOUGHT CONSTRUCTION TOYS GAMES AND TOYS IN LAST 12 MONTHS	72	77
	PERSONALLY BOUGHT DIE-CAST/ MINIATURE CARS COLLECTIBLES IN LAST 12 MONTHS	90	90
	LEISURE ACTIVITIES/HOBBIES - TAILGATING IN LAST 12 MONTHS	81	86
	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONTHS	89	93
	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONTHS	103	110
	ATTENDED A DANCE PERFORMANCELIVE THEATER/CONCERT/DANCE MOST IN LAST 12	106	107
	ATTENDED A CONCERT-CLASSICAL CLUB LIVE THEATER/CONCERT/DANCE MOST IN LA	90	93
	ATTENDED A CONCERT - ROCK/POP LIVE THEATER/CONCERT/DANCE MOST IN LAST 12	88	93
	ATTENDED A CONCERT - COUNTRY LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTH	77	81
	PERSONALLY BOUGHT ANY COLLECTIBLES IN LAST 12 MONTHS	94	96
	TOTAL EXPENDITURES ON GAMES AND TOYS = \$200 OR MORE	94	99
	WATCHED ACTION/ADVENTURE MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	115	114
	WATCHED FAMILY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	109	109
	WATCHED COMEDY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	102	103
	WATCHED DRAMA MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	122	122
	WATCHED THRILLER MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	135	131
	WATCHED ANIMATION MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	125	123
	WATCHED SCI-FI MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	142	134
	USUALLY GO SEE A MOVIE IN THE THEATER ANYTIME WITHIN FIRST 2 WEEKS	111	111
	WATCHED ACTION/ADVENTURE MOVIE IN THEATER	94	98
	WATCHED COMEDY MOVIE IN THEATER	94	97
	WATCHED DRAMA MOVIE IN THEATER	106	108
	WATCHED FAMILY MOVIE IN THEATER	87	91
	WATCHED THRILLER MOVIE IN THEATER	103	108
	WATCHED DOCUMENTARY MOVIE	118	124
	WATCHED FOREIGN LANGUAGE/INDEPENDENT MOVIE	90	95
	WATCHED HORROR MOVIE	147	141
	WATCHED MYSTERY/SUSPENSE/THRILLER MOVIE	116	117
	WATCHED ROMANTIC COMEDY MOVIE	101	104
	WATCHED SCIENCE FICTION MOVIE IN THEATER	115	118



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	LEISURE ACTIVITIES/HOBBIES - GO CARTING IN LAST 12 MONTHS	85	86
	LEISURE ACTIVITIES/HOBBIES - READING COMICS IN LAST 12 MONTHS	101	106
	LEISURE ACTIVITIES/HOBBIES - READING GAMING MAGAZINES IN LAST 12 MONTHS	114	114
	ATTENDED A MOVIE IN LAST 6 MONTHS	100	102
	ATTENDED 6 OR MORE MOVIES IN LAST 90 DAYS	111	111
	LEISURE ACTIVITIES/HOBBIES - PLAYING BINGO IN LAST 12 MONTHS	110	105
	LEISURE ACTIVITIES/HOBBIES - VISITING AN AQUARIUM IN LAST 12 MONTHS	92	96
	PERSONALLY BOUGHT OTHER MINIATURES COLLECTIBLES IN LAST 12 MONTHS	99	101
	VISITED A THEME PARK DURING LAST 12 MONTHS	94	98
	BOUGHT STATE LOTTERY TICKETS DURING LAST 12 MONTHS	99	99
	BOUGHT STATE LOTTERY TICKETS MORE THAN ONCE A WEEK DURING LAST 12 MONTHS	136	129
	PLAYED INSTANT GAME STATE LOTTERY DURING LAST 12 MONTHS	107	105
	PLAYED WEEKLY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	90	92
	PLAYED DAILY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	154	147
	VERY INTERESTED IN COLLEGE BASEBALL DURING LAST 12 MONTHS	122	119
	VERY INTERESTED IN COLLEGE BASKETBALL DURING LAST 12 MONTHS	108	109
	VERY INTERESTED IN COLLEGE FOOTBALL DURING LAST 12 MONTHS	95	98
	VERY INTERESTED IN COLLEGE HOCKEY DURING LAST 12 MONTHS	84	84
	VERY INTERESTED IN HORSE RACING DURING LAST 12 MONTHS	103	103
	VERY INTERESTED IN RODEO DURING LAST 12 MONTHS	78	76
	VERY INTERESTED IN MAJOR LEAGUE BASEBALL (MLB) DURING LAST 12 MONTHS	81	84
	VERY INTERESTED IN ARENA FOOTBALL LEAGUE (AFL) DURING LAST 12 MONTHS	143	140
	VERY INTERESTED IN CHAMP CAR WORLD SERIES DURING LAST 12 MONTHS	129	127
	VERY INTERESTED IN INDY RACING (IRL) DURING LAST 12 MONTHS	99	97
	VERY INTERESTED IN NATIONAL FOOTBALL LEAGUE (NFL) DURING LAST 12 MONTHS	93	96
	VERY INTERESTED IN MAJOR LEAGUE SOCCER (MLS) DURING LAST 12 MONTHS	96	99
	VERY INTERESTED IN SOCCER DURING LAST 12 MONTHS	81	82
	VERY INTERESTED IN MENS TENNIS DURING LAST 12 MONTHS	136	134
	VERY INTERESTED IN NATIONAL HOCKEY LEAGUE (NHL) DURING LAST 12 MONTHS	77	81
	VERY INTERESTED IN NATIONAL BASKETBALL ASSOCIATION (NBA) DURING LAST 12 MONTHS	135	132
	VERY INTERESTED IN WOMENS NATIONAL BASKETBALL ASSOCIATION (WNBA) DURING LAST 12 MONTHS	198	183
	VERY INTERESTED IN PGA DURING LAST 12 MONTHS	81	86
	VERY INTERESTED IN WOMENS TENNIS DURING LAST 12 MONTHS	148	146
	VERY INTERESTED IN ANY NASCAR DURING LAST 12 MONTHS	81	81
	VERY INTERESTED IN WWE DURING LAST 12 MONTHS	159	152
	VERY INTERESTED IN LPGA DURING LAST 12 MONTHS	84	88
	VERY INTERESTED IN WINTER OLYMPICS DURING LAST 12 MONTHS	87	89
	VERY INTERESTED IN SUMMER OLYMPICS DURING LAST 12 MONTHS	95	97
	VERY INTERESTED IN PRO BULL RIDING DURING LAST 12 MONTHS	75	70
	VERY INTERESTED IN POKER CHAMPIONSHIPS DURING LAST 12 MONTHS	85	87
	VERY INTERESTED IN NASCAR NEXTEL CUP SERIES DURING LAST 12 MONTHS	74	75
	VERY INTERESTED IN NASCAR BUSCH SERIES DURING LAST 12 MONTHS	77	76
	VERY INTERESTED IN NASCAR CRAFTSMAN TRUCK SERIES DURING LAST 12 MONTHS	92	91
	VERY INTERESTED IN NASCAR RACING DURING LAST 12 MONTHS	79	80
	VERY INTERESTED IN NHRA (NATIONAL HOT ROD ASSOCIATION) DURING LAST 12 MONTHS	96	91



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FINANCIAL SERVICES	LOANS - HAVE AUTO LOAN(S) FOR NEW CAR	80	84
	LOANS - HAVE PERSONAL LOAN(S) FOR EDUCATION ONLY	99	103
	LOANS - HAVE PERSONAL LOAN(S) NOT FOR EDUCATION	109	106
	LOANS - HAVE HOME IMPROVEMENT LOAN(S)	98	98
	LOANS - HAVE HOME MORTGAGE (1ST)	65	74
	LOANS - HOME EQUITY LOAN	67	72
	LOANS - HAVE SECURED LINE OF CREDIT ACCOUNT(S)	80	83
	LOANS - HAVE UNSECURED LINE OF CREDIT ACCOUNT(S)	89	91
	LOANS - DO NOT HAVE ANY OF THESE	122	117
	LOANS - HAVE CAR TITLE LOAN	102	102
	SENT MONEY USING RIA ENVIA IN LAST 12 MONTHS	124	119
	SENT MONEY USING WESTERN UNION IN LAST 12 MONTHS	159	151
	SENT MONEY WITHIN THE US IN THE LAST 12 MONTHS	114	111
	SENT MONEY OUTSIDE THE US IN THE LAST 12 MONTHS	103	102
	CURRENTLY HAVE HEALTH/HOSPITAL/LIFE INSURANCE	96	97
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - HEALTH/HOSPITAL	91	93
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - LIFE	94	96
	HAVE LIFE INSURANCE WITH FARMERS	94	95
	HAVE LIFE INSURANCE WITH AETNA	105	113
	HAVE LIFE INSURANCE WITH ALLSTATE	97	103
	HAVE LIFE INSURANCE WITH AMERICAN GENERAL	158	156
	HAVE LIFE INSURANCE WITH CIGNA	104	117
	HAVE LIFE INSURANCE WITH METLIGE/METROPOLITAN	85	88
	HAVE LIFE INSURANCE WITH STATE FARM	78	84
	HAVE LIFE INSURANCE WITH NORTHWESTERN MUTUAL	51	62
	HAVE LIFE INSURANCE WITH PRUDENTIAL FINANCIAL	74	78
	HAVE HEALTH INSURANCE WITH AETNA	77	87
	HAVE HEALTH INSURANCE WITH AMERICAN GENERAL	142	149
	HAVE HEALTH INSURANCE WITH BLUE CROSS/BLUE SHIELD	81	84
	HAVE HEALTH INSURANCE WITH CIGNA	94	106
	HAVE HEALTH INSURANCE WITH STATE FARM	133	127
	HAVE HEALTH INSURANCE WITH UNITEDHEALTHCARE	75	83
	HAVE HEALTH INSURANCE WITH OTHER	98	97
	HAVE TERM LIFE LIFE INSURANCE	84	89
	HEALTH/HOSPITAL/LIFE INSURANCE - KIND OF LIFE INSURANCE - WHOLE/UNIVERSAL/V/	93	92
	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - GROUP LIFE	85	89
	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - INDIVIDUAL ANNUITY	92	91
	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - OTHER	126	120
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - SOLE TYPE USER	117	112
	VALUE OF LIFE INSURANCE = \$100,000-\$199,999	75	79
	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	105	104
	VALUE OF LIFE INSURANCE = \$20,000-\$49,999	116	111
	OBTAINED MEDICAL POLICY WITH YOU/YOUR SPOUSES PLACE WORK OR UNION	79	84
	OBTAINED MEDICAL POLICY WITH FRATERNAL/MEMBERSHIP GROUP	85	86
	OBTAINED MEDICAL POLICY WITH BASIC/ORIGINAL MEDICARE	106	99
	OBTAINED MEDICAL POLICY WITH MEDIGAP/MEDICARE SUPPLEMENT	72	69
	OBTAINED MEDICAL POLICY WITH MEDICAID	176	162
	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH INSURANCE AGENT OR BROKER	89	89
	PURCHASED INDIVIDUAL HEALTH INSURANCE THROUGH AN ONLINE OR WEB-BASED SE	87	94
	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH OTHER	134	128
	HAVE EITHER PROPERTY OR VEHICLE INSURANCE	86	88
	PROPERTY AND VEHICLE INSURANCE - AUTOMOTIVE	84	86
	HOMEOWNERS INSURANCE - STATE FARM	79	83
	HOMEOWNERS INSURANCE - GEICO	103	108
	HOMEOWNERS INSURANCE - TRAVELERS	71	79
	HAS ATM/DEBIT CARD	93	96
	USED ATM/DEBIT CARD 4 OR MORE TIMES IN LAST 30 DAYS	91	94
	USED ATM/DEBIT CARD 2-3 TIMES IN LAST 30 DAYS	97	99
	USED ATM/DEBIT CARD ONCE IN LAST 30 DAYS	92	97
	DID NOT USE ATM/DEBIT CARD IN LAST 30 DAYS	92	95
	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	58	72
	HAVE LIFE INSURANCE WITH AFLAC	79	82
	VALUE OF LIFE INSURANCE = \$200,000-\$499,999	59	72
	VALUE OF LIFE INSURANCE = LESS THAN \$20,000	130	122
	HAVE HEALTH INSURANCE WITH AFLAC	100	98
	HAVE LIFE INSURANCE WITH NATIONWIDE	76	78
	HAVE LIFE INSURANCE WITH TEACHERS (TIAA)	84	94
	HAVE LIFE INSURANCE WITH TRANSAMERICA	114	112
	TYPE OF INVESTMENT - COMMON STOCK IN ANY OTHER COMPANY	58	66
	TYPE OF INVESTMENT - US SAVINGS BONDS	67	74
	TYPE OF INVESTMENT - OTHER US GOVERNMENT BONDS	64	67
	TYPE OF INVESTMENT - OWN CITY/MUNICIPAL OR STATE BONDS	56	60
	TYPE OF INVESTMENT - MUTUAL FUNDS	63	71
	TYPE OF INVESTMENT - OWN CORPORATE BONDS	63	68
	TYPE OF INVESTMENT - OWN COMMON OR PREFERRED STOCK IN COMPANY WORK FO	59	70
	TYPE OF INVESTMENT - OTHER SECURITIES (COMMODITIES/WARRANTS/PUTS)	63	66
	TYPE OF INVESTMENT - DO NOT OWN ANY INVESTMENTS	128	123
	TYPE OF INVESTMENT - US TREASURY BILLS OR NOTES	65	70
	TYPE OF INVESTMENT - INVESTMENT COLLECTIBLES (ART, ANTIQUE CARS, ETC)	61	68



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	TYPE OF INVESTMENT - INTERNATIONAL INVESTMENTS	64	73
	HAVE OTHER INSURANCE	73	76
	CURRENTLY CARRY SURETY (BOND) INSURANCE	54	61
	CURRENTLY CARRY BOAT OWNERS/INLAND MARINE INSURANCE	52	59
	CURRENTLY CARRY CONVALESCENT (LONG TERM) CARE INSURANCE	60	63
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - DENTAL	86	92
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - LOSS OF INCOME (THROUGH ME	85	90
	CURRENTLY CARRY PERSONAL LIABILITY (NOT AUTO/HOMEOWNER)	76	79
	CURRENTLY CARRY UMBRELLA COVERAGE LIABILITY INSURANCE	50	57
	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - VISION CARE	89	93
	CURRENTLY CARRY PROFESSIONAL MALPRACTICE INSURANCE	57	67
	CURRENTLY CARRY OTHER INSURANCE	107	105
	CURRENTLY CARRY SMALL BUSINESS INSURANCE	59	65
	MADE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	85	87
	OTHER CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	86	88
	ARTS/CULTURE AND HUMANITIES CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	78	81
	EDUCATION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	73	79
	ENVIRONMENTAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	67	74
	HEALTH CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	73	78
	PUBLIC RADIO CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	66	75
	PUBLIC TELEVISION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	68	72
	PRIVATE FOUNDATIONS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	67	73
	RELIGIOUS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	82	84
	SOCIAL SERVICES/WELFARE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	70	77
	POLITICAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	74	79
	USE CREDIT MONITORING	96	101
	OTHER PROFESSIONAL ON-SITE SERVICES PREPARED PERSONAL TAXES IN LAST 12 M	121	115
	MANUALLY (PEN AND PAPER) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	88	88
	TURBO TAX (ONLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MONTH	82	91
	HANDR BLOCK TAXCUT (ONLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAS	94	99
	OTHER ONLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	122	118
	TURBO TAX (OFFLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MONTI	62	74
	HANDR BLOCK TAXCUT (OFFLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LA	85	94
	OUTSIDE PROFESSIONAL/ACCNTNT/FINANCIAL ADVISOR PAYS OUR BILLS	284	299
	OTHER OFFLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	88	87
	OTHER METHOD PREPARED PERSONAL TAXES IN LAST 12 MONTHS	127	119
	SOMEONE ELSE-RLTVE/FAM MMBR NOT LV IN HH PAYS OUR BILLS	183	164
	OUR HOUSEHOLD HAS NO BILLS TO PAY	104	92
	PAYING YOUR BILLS - IN PERSON	129	121
	PAYING YOUR BILLS - ONLINE	81	89
	PAYING YOUR BILLS - BY MAIL	91	92
	PAYING YOUR BILLS - BY PHONE	116	115
	PAYING YOUR BILLS - AUTOMATICALLY DEDUCTED FROM BANK ACCOUNT	90	92
	BANKING AND INVESTMENTS - CURRENTLY HAVE DEBIT CARD/ELECTRONIC FUNDS TR/	82	88
	BANKING AND INVESTMENTS - CURRENTLY HAVE NON-INTEREST BEARING CHECKING /	76	79
	BANKING AND INVESTMENTS - CURRENTLY HAVE INTEREST BEARING CHECKING ACCO	72	77
	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS ACCOUNT(S)	79	84
	BANKING AND INVESTMENTS - CURRENTLY HAVE CASH MANAGEMENT ACCOUNT(S)	76	83
	BANKING AND INVESTMENTS - CURRENTLY HAVE CHECK GUARANTEE CARD	89	91
	BANKING AND INVESTMENTS - CURRENTLY HAVE SENIOR CITIZENS CLUB	132	119
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	78	85
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	74	79
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM COMI	68	75
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM COMMUNITY BANK	73	80
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM COMMUNITY BA	58	66
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM COMMUNITY BANK	61	67
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM COMMUNITY BANK	114	101
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	92	98
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	75	78
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM SAVI	75	78
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM SAVINGS BANK	72	75
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM SAVINGS BANK	67	74
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM SAVINGS BANK	30	46
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM SAVINGS BANK	113	105
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	77	83
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	78	82
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM CRED	67	74
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM CREDIT UNION	79	84
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM CREDIT UNION	67	69
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM CREDIT UNION	77	82
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM CREDIT UNION	56	58
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	47	50
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	84	98
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM FS BF	62	67
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM FS BROKERAGE FIRM	54	63
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM FS BROKERAGE	58	68
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM FS BROKERAGE FIRM	87	90
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM FS BROKERAGE FIRM	157	154
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	49	50



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	57	70
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM DISC	52	65
	BANKING AND INVESTMENTS -SAVINGS ACCOUNT(S) FROM DISC BROKERAGE FIRM	29	49
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM DISC BROKERA	46	66
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM DISC BROKERAGE FIRM	122	122
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM DISC BROKERAGE FIRM	73	73
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	44	61
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	64	88
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM MUTL	56	69
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM MUTUAL FUND FIRM	67	78
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM MUTUAL FUND I	108	123
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM MUTUAL FUND FIRM	189	199
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM MUTUAL FUND FIRM	166	162
	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER FRC	133	122
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	103	95
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM OTHE	101	96
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM OTHER	83	80
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM OTHER	165	153
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM OTHER	218	190
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM OTHER	152	142
	BANKING AND INVESTMENTS - DO NOT HAVE ANY OF THESE	145	139
	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/LONG TEI	74	76
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM COMMUN	72	74
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM SAVINGS	61	62
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM CREDIT L	71	73
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM FS BROK	61	71
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM DISC BRC	35	46
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM MUTUAL	53	55
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM OTHER	115	103
	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/SHORT T	77	79
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM COMMU	65	70
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM SAVING	72	77
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM CREDIT	61	69
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM FS BRO	75	79
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM DISC BF	67	72
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM MUTUAL	41	55
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM OTHER	142	128
	HAVE MUTUAL FUND/BROKERAGE ACCOUNTS	64	72
	TYPE OF INVESTMENT - OWN 529 COLLEGE SAVINGS	48	65
	TYPE OF INVESTMENT - OTHER COLLEGE SAVINGS	64	75
	PROPERTY AND VEHICLE INSURANCE - HOMEOWNERS	72	76
	PROPERTY AND VEHICLE INSURANCE - TENANTS	108	109
	TYPE OF INVESTMENT - KEOGH/SEP-IRA/PENSION	58	66
	TYPE OF INVESTMENT - TRUST AGREEMENT	66	73
	TYPE OF INVESTMENT - OWN 401K	70	78
	TYPE OF INVESTMENT - IRA	65	72
	TYPE OF INVESTMENT - TAX SHELTERS	84	86
	TYPE OF INVESTMENT - TAX SHELTERS ANNUITIES	87	88
	TYPE OF INVESTMENT - ONLINE TRADING	54	67
	401K VALUED AT \$100,000 OR MORE	54	68
	TYPE OF INVESTMENT - MONEY MARKET	61	69
	MONEY MARKET VALUED AT \$100,000 OR MORE	52	56
	NOTARY PUBLIC PREPARED PERSONAL TAXES IN LAST 12 MONTHS	67	61
	CPA/PRIVATE ACCOUNTANT PREPARED PERSONAL TAXES IN LAST 12 MONTHS	71	75
	HAVE DEBIT CARDS	94	97
	HAVE OR USE MASTERCARD DEBIT CARD	97	96
	HAVE OR USE VISA DEBIT CARD	92	96
	HAVE OR USE ANY AMERICAN EXPRESS CREDIT CARDS IN LAST 12 MONTHS	71	81
	HAVE OR USE ANY MASTERCARD CREDIT CARDS IN LAST 12 MONTHS	79	84
	HAVE OR USE ANY VISA CREDIT CARDS IN LAST 12 MONTHS	78	83
	USE ANY CREDIT CARD IN LAST 12 MONTHS	79	84
	TYPE OF INVESTMENT - OWN ANY INVESTMENTS	70	77
	ANY CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	85	87
	HAVE OR USE CREDIT CARDS	82	86



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - BAKING	USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	163	159
	USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	108	107
	ALSO USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	146	135
	ALSO USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	83	86
	USE BETTY CROCKER RICH AND CREAMY FROSTING	112	111
	USE BETTY CROCKER WHIPPED FROSTING	112	112
	USE GHIRARDELLI BAKING CHIPS/PIECES	82	88
	USE STORE BRAND BAKING CHIPS/PIECES	88	93
	USE DUNCAN HINES CHOCOLATE LOVERS DRY BROWNIE MIX	116	112
	USE BAKERS BAKING CHIPS/PIECES	111	108
	HOUSEHOLD USES PACKAGED PIE CRUSTS	110	109
	HOUSEHOLD USES DRY CAKE MIXES (NOT CAKE FLOUR)	100	100
	USE BETTY CROCKER SUPERMOIST CAKE DRY CAKE MIX	98	98
	USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	207	200
	ALSO USE OTHER DUNCAN HINES CAKES DRY CAKE MIX	104	102
	ALSO USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	103	103
	HOUSEHOLD USES DRY BROWNIE MIXES	97	97
	USE DUNCAN HINES PREMIUM DRY BROWNIE MIX	127	127
	USE JIFFY DRY BROWNIE MIX	203	192
	USE MARTHA WHITE DRY BROWNIE MIX	276	251
	USE OTHER PILLSBURY DRY BROWNIE MIX	167	163
	USE BETTY CROCKER SWEET REWARDS DRY BROWNIE MIX	139	136
	USE BETTY CROCKER STIRN BAKE DRY BROWNIE MIX	156	151
	USE BETTY CROCKER SUPREME DRY BROWNIE MIX	100	100
	ALSO USE JIFFY DRY BROWNIE MIX	91	89
	ALSO USE MARTHA WHITE DRY BROWNIE MIX	142	137
	HOUSEHOLD USES OTHER BAKING MIXES	109	108
	HOUSEHOLD USES FLOUR	100	100
	USE LA PINA FLOUR	81	72
	USE GOLD MEDAL FLOUR	100	100
	USE MASECA FLOUR	72	67
	USE GOYA FLOUR	119	123
	USE STORE BRAND FLOUR	90	92
	HOUSEHOLD USES BAKING CHIPS AND PIECES	89	91
	USE SEMI-SWEET CHOCOLATE BAKING CHIPS/PIECES	74	77
	USE MILK CHOCOLATE BAKING CHIPS/PIECES	94	95
	USE PEANUT BUTTER BAKING CHIPS/PIECES	131	125
	USE VANILLA BAKING CHIPS/PIECES	167	160
	ALSO USE BUTTERSCOTCH FLAVOR BAKING CHIPS/PIECES	67	71
	USE HERSHEY CHIPS BAKING CHIPS/PIECES	95	95
	USE HERSHEY CHUNKS BAKING CHIPS/PIECES	170	166
	USE HERSHEY MINI CHIPS BAKING CHIPS/PIECES	153	146
	USE NESTLE TOLL HOUSE MORSELS BAKING CHIPS/PIECES	71	75
	USE NESTLE MINI MORSELS BAKING CHIPS/PIECES	119	116
	USE REESEES BAKING CHIPS/PIECES	133	129
	USE MANDMS BAKING BITS BAKING CHIPS/PIECES	142	128
	HOUSEHOLD USES FROSTING (STORE BOUGHT)	106	105
	USE CANNED (READY-TO-SPREAD) FROSTING	104	104
	USE PACKAGED MIX (NOT READY-TO-SPREAD) FROSTING	129	124
	USE DUNCAN HINES CREAMY HOMESTYLE FROSTING	130	126
	USE DUNCAN HINES FUN FROSTERS FROSTING	223	215
	USE SOLE BRAND USER FLOUR	90	91
	BRAND SUMMARY - DUNCAN HINES DRY BROWNIE MIX	100	100
	BRAND SUMMARY - DUNCAN HINES DRY CAKE MIX	99	100
	BRAND SUMMARY - BETTY CROCKER DRY BROWNIE MIX	99	101
	BRAND SUMMARY - PILLSBURY DRY BROWNIE MIX	101	101



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

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - CONDIMENTS	USE COOL WHIP WHIPPED TOPPING	96	96
	USE REDDI-WHIP WHIPPED TOPPING	94	97
	NUMBER OF JARS OF RAGU SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	108	108
	USE MRS BUTTERWORTHS PANCAKE/TABLE SYRUP	122	120
	NUMBER OF QUARTS OF STORE BRAND SALAD OIL USED IN LAST 90 DAYS	94	94
	NUMBER OF QUARTS OF CRISCO SALAD OIL USED IN LAST 90 DAYS	122	119
	NUMBER OF QUARTS OF MAZOLA SALAD OIL USED IN LAST 90 DAYS	94	94
	NUMBER OF JARS OF STORE BRAND MAYONNAISE/MAYO SALAD DRESSING USED IN LA	115	115
	NUMBER OF JARS OF HELLMANNS MAYONNAISE/MAYO SALAD DRESSING USED IN LAST	98	99
	NUMBER OF JARS OF KRAFT MAYO MAYONNAISE/MAYO SALAD DRESSING USED IN LAS	105	107
	NUMBER OF JARS OF KRAFT MIRACLE WHIP MAYONNAISE/MAYO SALAD DRESSING USE	106	103
	NUMBER OF BOTTLES OF KRAFT PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	108	108
	NUMBER OF BOTTLES OF SEVEN SEAS PREPARED SALAD DRESSINGS USED IN LAST 30	124	116
	NUMBER OF BOTTLES OF WISH-BONE PREPARED SALAD DRESSINGS USED IN LAST 30 I	106	106
	NUMBER OF POUNDS OF BRUMMEL AND BROWN MARGARINE USED IN LAST 7 DAYS	79	81
	USE KC MASTERPIECE BBQ/SEASONING SAUCES	99	101
	USE KRAFT BBQ/SEASONING SAUCES	131	125
	USE SLENDA SUGAR SUBSTITUTES	83	87
	USE CAMPBELLS GRAVY AND SAUCE MIXES	148	147
	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	102	102
	HOUSEHOLD EATS MARGARINE/MARGARINE SPREAD	110	107
	HOUSEHOLD USES PIZZA SAUCE	96	98
	USE CONTADINA PIZZA SAUCE	97	97
	USE PROGRESSO PIZZA SAUCE	141	133
	USE RAGU PIZZA SAUCE	106	104
	USE PREGO PIZZA SAUCE	113	111
	USE HEINZ GRAVY AND SAUCE MIXES	125	122
	HOUSEHOLD USES GRAVY AND SAUCE MIXES	106	104
	USE STORE BRAND GRAVY AND SAUCE MIXES	110	104
	HOUSEHOLD USES SALAD OR COOKING OIL	100	100
	HOUSEHOLD USES PREPARED SALAD DRESSING	100	100
	HOUSEHOLD USES DRY MIX SALAD DRESSING	96	96
	HOUSEHOLD USES MAYONNAISE/MAYO SALAD DRESSING IN JAR	99	99
	NUMBER OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	104	105
	NUMBER OF JARS OF BERTOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	90	95
	HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS	102	102
	HOUSEHOLD USES CATSUP/KETCHUP	100	100
	USE DEL MONTE CATSUP/KETCHUP	113	108
	USE HEINZ CATSUP/KETCHUP	100	101
	USE STORE BRAND CATSUP/KETCHUP	95	93
	HOUSEHOLD USES MUSTARD	100	101
	USE FRENCHS MUSTARD	107	107
	USE GREY POUPON MUSTARD	76	82
	USE KRAFT MUSTARD	140	133
	HOUSEHOLD USES BBQ AND SEASONING SAUCES	101	101
	USE HEINZ 57 BBQ/SEASONING SAUCES	135	131
	USE LA COSTENA BBQ/SEASONING SAUCES	78	72
	USE KELLOGGS EGGO PANCAKE/TABLE SYRUP	177	164
	HOUSEHOLD USES PANCAKE AND TABLE SYRUP	101	101
	USE HUNGRY JACK PANCAKE/TABLE SYRUP	144	139
	HOUSEHOLD USES WHITE GRANULATED SUGAR	100	100
	USE DOMINO WHITE GRANULATED SUGAR	130	127
	USE STORE BRAND WHITE GRANULATED SUGAR	95	94
	HOUSEHOLD USES SUGAR SUBSTITUTES	97	97
	USE STORE BRAND SUGAR SUBSTITUTES	95	93
	USE EQUAL SUGAR SUBSTITUTES	132	129
	USE SWEETN LOW SUGAR SUBSTITUTES	97	96
	USE NUTRASWEET SUGAR SUBSTITUTES	128	126
	HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE)	93	94
	USE RICHS WHIPPED TOPPING	109	107
	HOUSEHOLD USES SEASONINGS/SPICES	102	102
	USE MCCORMICK SEASONINGS/SPICES	91	93
	USE LAWRY'S SEASONINGS/SPICES	132	129
	USE GOYA SEASONINGS/SPICES	141	139
	USE STORE BRAND JAMS, JELLIES AND PRESERVES	104	103
	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	77	83
	USE KRAFT JAMS, JELLIES AND PRESERVES	123	114
	USE SMUCKERS JAMS, JELLIES AND PRESERVES	94	94
	USE WELCH'S JAMS, JELLIES AND PRESERVES	130	126
	NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS	131	130
	NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS	161	149
	NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS	111	108
	NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS	75	82
	NUMBER OF QUARTS OF GOYA SALAD OIL USED IN LAST 90 DAYS	153	149
	NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS	133	133
	NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	161	155
	NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST ;	102	100
	NUMBER OF JARS OF DEL MONTE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	144	141
	NUMBER OF JARS OF HEALTHY CHOICE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DA	123	117



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	NUMBER OF JARS OF HEINZ SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	183	172
	NUMBER OF JARS OF PROGRESSO SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	149	146
	USE IMPERIAL WHITE GRANULATED SUGAR	123	120



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

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 7 DAYS	90	91
	NUMBER OF POUNDS OF LAND OLAKES BUTTER USED IN LAST 7 DAYS	102	104
	USE CHEEZ WHIZ SPREAD CHEESE	134	130
	USE NESTLE COFFEE MATE NON-DAIRY CREAM SUBSTITUTES	109	110
	NUMBER OF POUNDS OF KRAFT SINGLES AMERICAN PASTURIZED PROCESSED CHEESE	108	107
	NUMBER OF POUNDS OF KRAFT VELVEETA AMERICAN PASTURIZED PROCESSED CHEESE	114	111
	NUMBER OF POUNDS OF DIGIORNO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 7 DAYS	102	104
	NUMBER OF POUNDS OF BORDEN NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	154	145
	HOUSEHOLD USES CREAM CHEESE	90	91
	USE CRACKER BARREL SPREAD CHEESE	146	139
	USE EASY CHEESE SPREAD CHEESE	103	97
	HOUSEHOLD USES COTTAGE CHEESE	81	83
	HOUSEHOLD USES SPREAD CHEESE	108	107
	HOUSEHOLD EATS AMERICAN PASTURIZED PROCESSED CHEESE	104	103
	NUMBER OF POUNDS OF BOARS HEAD AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	82	84
	HOUSEHOLD EATS GRATED CHEESE (IN SHAKER, CAN OR JAR)	96	97
	HOUSEHOLD USES NON-DAIRY CREAM SUBSTITUTES	105	105
	USE COFFEE RICH NON-DAIRY CREAM SUBSTITUTES	142	135
	USE SILK SOY NON-DAIRY CREAM SUBSTITUTES	131	132
	NUMBER OF POUNDS OF BREAKSTONE BUTTER USED IN LAST 7 DAYS	124	122
	NUMBER OF POUNDS OF STORE BRAND BUTTER USED IN LAST 7 DAYS	96	97
	NUMBER OF POUNDS OF PHILADELPHIA CREAM CHEESE USED IN LAST 30 DAYS	89	90
	NUMBER OF POUNDS OF STORE BRAND CREAM CHEESE USED IN LAST 30 DAYS	77	80
	NUMBER OF POUNDS OF DEANS COTTAGE CHEESE USED IN LAST 7 DAYS	92	89
	NUMBER OF POUNDS OF BREAKSTONE COTTAGE CHEESE USED IN LAST 7 DAYS	89	94
	NUMBER OF POUNDS OF KNUDSEN COTTAGE CHEESE USED IN LAST 7 DAYS	60	64
	NUMBER OF POUNDS OF STORE BRAND COTTAGE CHEESE USED IN LAST 7 DAYS	75	77
	NUMBER OF POUNDS OF OTHER KRAFT AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	114	109
	NUMBER OF POUNDS OF BORDEN AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	132	125
	NUMBER OF POUNDS OF KRAFT DELI DELUXE AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	149	141
	NUMBER OF POUNDS OF LAND OLAKES AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	116	116
	NUMBER OF POUNDS OF STORE BRAND AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	98	98
	NUMBER OF POUNDS OF KRAFT GRATED GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 7 DAYS	98	99
	NUMBER OF POUNDS OF KRAFT SHREDDED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 7 DAYS	117	116
	NUMBER OF POUNDS OF SARGENTO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 7 DAYS	107	106
	NUMBER OF POUNDS OF STORE BRAND NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	83	86
	NUMBER OF POUNDS OF CRACKER BARREL NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	93	94
	NUMBER OF POUNDS OF KRAFT NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	107	107
	NUMBER OF POUNDS OF BOARS HEAD NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	98	104
	NUMBER OF POUNDS OF FRIGO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	88	96
	NUMBER OF POUNDS OF EL MEXICANO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	65	63
	HOUSEHOLD USES BUTTER	102	102
	HOUSEHOLD USES SOUR CREAM	93	93
	USE DEANS SOUR CREAM	133	121
	USE BREAKSTONE SOUR CREAM	101	104
	USE KNUDSEN SOUR CREAM	67	69
	USE STORE BRAND SOUR CREAM	85	86
	HOUSEHOLD EATS NATURAL OR IMPORTED (NON-PROCESSED) CHEESE	93	95
	HOUSEHOLD EATS YOGURT (NOT BOUGHT FROZEN)	95	98
	USE DANNON YOGURT (NOT BOUGHT FROZEN)	104	105
	USE LUCERNE YOGURT (NOT BOUGHT FROZEN)	105	107
	USE YOPLAIT YOGURT	90	93



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - FROZEN	ATE RED BARON FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	106	106
	ATE TOMBSTONE FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	108	106
	ATE GREEN GIANT COMPLETE SKILLET FROZEN MAIN COURSES (CASSEROLS/ENTREES)	162	152
	ATE OTHER GREEN GIANT FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LA	182	170
	ATE UNCLE BENS PASTA BOWLS FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOS	145	142
	ATE FRESCHETTA FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	102	102
	USE EGGO (REGULAR) FROZEN WAFFLES/PANCAKES/FRENCH TOAST	112	112
	USE PILLSBURY FROZEN PIES/CAKES/PASTRIES	190	178
	ATE BERTOLLI FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST 30 DAYS	101	107
	USE HEALTHY CHOICE FROZEN NOVELTY TREATS	137	140
	USE STORE BRAND FROZEN PREPARED SEAFOOD	100	99
	HOUSEHOLD USES FROZEN NOVELTY TREATS	104	104
	USE BEN AND JERRYS FROZEN NOVELTY TREATS	115	118
	USE DOVE BARS FROZEN NOVELTY TREATS	140	133
	USE NESTLE DRUMSTICK ICE CREAM CONES FROZEN NOVELTY TREATS	120	115
	USE HAAGEN-DAZS BARS FROZEN NOVELTY TREATS	156	151
	USE NESTLE CRUNCH ICE CREAM BARS FROZEN NOVELTY TREATS	156	145
	USE OTHER NESTLE FROZEN NOVELTY TREATS	143	136
	USE WELCHS FRUIT JUICE BARS FROZEN NOVELTY TREATS	163	156
	USE TURKEY HILL ICE CREAM SANDWICHES FROZEN NOVELTY TREATS	172	168
	HOUSEHOLD USES FROZEN POTATO PRODUCTS	104	103
	USE OTHER BRANDS FROZEN POTATO PRODUCTS	119	116
	USE STORE BRAND FROZEN POTATO PRODUCTS	102	101
	HOUSEHOLD EATS FROZEN VEGETABLES (EXCLUDING POTATOES)	101	102
	USE BIRDS EYE FROZEN VEGETABLES (EXCLUDING POTATOES)	105	103
	USE GREEN GIANT FROZEN VEGETABLES (EXCLUDING POTATOES)	109	110
	USE STORE BRAND FROZEN VEGETABLES (EXCLUDING POTATOES)	89	90
	USE STOUFFERS FROZEN VEGETABLES (EXCLUDING POTATOES)	178	171
	HOUSEHOLD USES FROZEN HOT SNACKS	111	111
	NUMBER OF PACKAGES OF HOT POCKETS FROZEN HOT SNACKS EATEN IN LAST 30 DA	126	123
	NUMBER OF PACKAGES OF TYSON FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	130	124
	NUMBER OF PACKAGES OF TGI FRIDAYS FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	103	103
	HOUSEHOLD EATS FROZEN COMPLETE (TV) DINNERS	112	111
	HOUSEHOLD EATS FROZEN MAIN COURSES (CASSEROLS/ENTREES)	103	103
	ATE CALIFORNIA PIZZA KITCHEN FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 D/	90	98
	HOUSEHOLD EATS FROZEN PIZZAS (BOUGHT FROZEN)	101	102
	ATE DIGIORNO FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	99	100
	ATE STOUFFERS FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	128	130
	HOUSEHOLD EATS FROZEN FRIED CHICKEN	120	119
	USE BANQUET FROZEN FRIED CHICKEN	121	116
	USE TYSON FROZEN FRIED CHICKEN	125	126
	USE BUTTERBALL FROZEN FRIED CHICKEN	214	201
	USE FOSTER FARMS FROZEN FRIED CHICKEN	81	87
	USE PERDUE FROZEN FRIED CHICKEN	211	202
	HOUSEHOLD USES FROZEN PREPARED SEAFOOD	107	106
	USE CONTESSA FROZEN PREPARED SEAFOOD	108	115
	HOUSEHOLD USES FROZEN WAFFLES/PANCAKES/FRENCH TOAST	108	108
	USE HUNGRY JACK FROZEN WAFFLES/PANCAKES/FRENCH TOAST	177	167
	USE PILLSBURY FROZEN WAFFLES/PANCAKES/FRENCH TOAST	184	172
	HOUSEHOLD USES FROZEN BREAKFAST ENTREES/SANDWICHES	133	129
	USE AUNT JEMIMA FROZEN BREAKFAST ENTREES/SANDWICHES	205	188
	USE JIMMY DEAN FROZEN BREAKFAST ENTREES/SANDWICHES	147	141
	USE OWENS FROZEN BREAKFAST ENTREES/SANDWICHES	160	139
	USE WEIGHT WATCHERS SMART ONES FROZEN BREAKFAST ENTREES/SANDWICHES	175	171
	USE BOB EVANS SANDWICHES AND BURRITOS BREAKFAST FROZEN ENTREES/SANDW	175	156
	USE RED BARON FROZEN BREAKFAST ENTREES/SANDWICHES	193	171
	HOUSEHOLD USES FROZEN PIES/CAKES/PASTRIES	118	115
	USE MARIE CALLENDERS FROZEN PIES/CAKES/PASTRIES	124	121
	USE MRS SMITHS FROZEN PIES/CAKES/PASTRIES	133	125
	USE PEPPERIDGE FARM FROZEN PIES/CAKES/PASTRIES	143	138
	USE SARA LEE FROZEN PIES/CAKES/PASTRIES	148	139
	USE WEIGHT WATCHERS SMART ONES FROZEN PIES/CAKES/PASTRIES	109	113
	USE BANQUET DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 I	133	124
	USE HEALTHY CHOICE FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAY	109	109
	USE MARIE CALLENDERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30	112	112
	USE WEIGHT WATCHERS SMART ONES FROZEN COMPLETE DINNERS (TV DINNERS) MO	92	97
	USE PATIO FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	180	165
	USE TYSON DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DA	207	188
	ATE BANQUET FAMILY ENTREES FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOS	115	108
	ATE HEALTHY CHOICE FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST	125	122
	ATE STOUFFERS REGULAR ENTREES FROZEN MAIN COURSES (CASSEROLS/ENTREES)	121	120
	ATE MARIE CALLENDERS FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LA	101	99
	ATE WOLFGANG PUCK FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	81	81
	USE TURKEY HILL FROZEN YOGURT (BOUGHT FROZEN)	113	121
	DONT KNOW/ NO ANSWER IF HOUSEHOLD EATS FROZEN YOGURT (BOUGHT FROZEN)	117	114
	USE BEN AND JERRYS FROZEN YOGURT (BOUGHT FROZEN)	99	101
	USE DANNON FROZEN YOGURT (BOUGHT FROZEN)	162	160
	USE DREYERS FROZEN YOGURT (BOUGHT FROZEN)	100	107
	USE HAAGAN-DAZS FROZEN YOGURT (BOUGHT FROZEN)	138	146

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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
FOOD - GENERAL	USE KNORR SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	125	114
	EAT LIPTON RICE/RICE DISHES	100	99
	USE STORE BRAND COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	106	102
	USE PILLSBURY/HUNGRY JACK BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	113	113
	USE STORE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	101	100
	HOUSEHOLD USES FRESH REFRIGERATED POTATO PRODUCTS	121	117
	USE BOB EVANS FRESH REFRIGERATED POTATO PRODUCTS	159	145
	USE SKIPPY PEANUT BUTTER	101	103
	USE JIF PEANUT BUTTER	106	106
	USE PETER PAN PEANUT BUTTER	116	114
	USE SMUCKERS PEANUT BUTTER	111	109
	USE POST SHREDDED WHEAT (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7	99	92
	EAT MRS BAIRDS BREAD	116	114
	USE NESTLE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	127	131
	USE EMERALD NUTS FOR COOKING AND SNACKS	118	120
	SOMEONE IN HOUSEHOLD EATS CHILLI	106	105
	EAT CAMPBELLS CHUNKY CHILI	176	168
	EAT HORMEL CHUNKY CHILI	125	124
	EAT WOLF BRAND CHILI CHUNKY CHILI	116	112
	HOUSEHOLD EATS BREAKFAST COLD CEREALS	101	101
	HOUSEHOLD EATS STORE BRAND BREAKFAST HOT CEREALS	103	102
	USE QUAKER EXPRESS INSTANT OATMEAL BREAKFAST HOT CEREALS MOST IN LAST 7	118	118
	USE NABISCO CREAM OF WHEAT INSTANT BREAKFAST HOT CEREALS MOST IN LAST 7 (132	124
	USE NABISCO CREAM OF WHEAT REGULAR BREAKFAST HOT CEREALS MOST IN LAST 7	119	120
	HOUSEHOLD USES BREAKFAST PASTRIES	115	113
	EAT SARA LEE BREAD	114	112
	EAT STORE BRAND BREAD	98	97
	HOUSEHOLD EATS BAGELS	96	98
	EAT LENDERS BAGELS	108	108
	EAT SARA LEE GRAINS BAGELS	121	120
	EAT THAOMAS BAGELS	117	117
	EAT STORE BRAND BAGELS	84	87
	EAT EARTH GRAINS BAGELS	132	133
	HOUSEHOLD EATS CROISSANTS	120	119
	USE SARA LEE CROISSANTS	196	186
	USE PEPPERIDGE FARM PETIT ALL BUTTER CROISSANTS	193	184
	USE PILLSBURY CROISSANTS	156	152
	HOUSEHOLD USES ENGLISH MUFFINS	91	93
	USE EARTH GRAINS ENGLISH MUFFINS	91	97
	USE PEPPERIDGE FARM ENGLISH MUFFINS	158	158
	USE STORE BRAND ENGLISH MUFFINS	92	93
	HOUSEHOLD USES PACKAGED MUFFINS (READY-TO-EAT)	110	109
	USE SARA LEE PACKAGED MUFFINS (READY-TO-EAT)	168	161
	USE STORE BRAND PACKAGED MUFFINS (READY-TO-EAT)	107	106
	USE ENTENMANN'S PACKAGED MUFFINS (READY-TO-EAT)	153	149
	HOUSEHOLD USES BREAD	100	100
	HOUSEHOLD EATS PEANUT BUTTER	101	101
	EAT STORE BRAND BREAKFAST PASTRIES	98	99
	EAT ENTENMANN'S (REGULAR) BREAKFAST PASTRIES	138	136
	EAT HOSTESS BREAKFAST PASTRIES	153	144
	EAT LITTLE DEBBIE BREAKFAST PASTRIES	155	147
	EAT SARA LEE BREAKFAST PASTRIES	164	157
	HOUSEHOLD USES PACKAGED INSTANT POTATOES	111	109
	USE STORE BRAND PACKAGED INSTANT POTATOES	102	99
	USE BETTY CROCKER PACKAGED INSTANT POTATOES	110	107
	USE HUNGRY JACK PACKAGED INSTANT POTATOES	137	132
	USE BOB EVANS PACKAGED INSTANT POTATOES	141	133
	USE SIMPLY POTATOES PACKAGED INSTANT POTATOES	167	159
	HOUSEHOLD EATS CANNED OR JARRED VEGETABLES	101	101
	USE DEL MONTE CANNED OR JARRED VEGETABLES	114	112
	USE GOYA CANNED OR JARRED VEGETABLES	97	94
	USE GREEN GIANT CANNED OR JARRED VEGETABLES	114	112
	USE STORE BRAND CANNED OR JARRED VEGETABLES	96	95
	USE CAMPBELLS SELECT SOUP CANNED OR JARRED SOUP/BROTH	117	121
	HOUSEHOLD USES PORK AND BEANS OR BAKED BEANS	107	105
	USED GOYA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	102	104
	HOUSEHOLD USES CANNED SOUP AND BROTH	98	98
	USE JUANITAS CANNED OR JARRED SOUP/BROTH	84	73
	HOUSEHOLD USES DRY SOUP/LUNCH MIX AND DRY BOUILLON	96	96
	HOUSEHOLD USES SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	123	119
	USE CAMPBELLS MICROWAVE SOUP SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	142	136
	USE BETTY CROCKER BOWL APPETIT SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	137	128
	HOUSEHOLD USES PIZZA CRUST (PACKAGED READY MADE)	107	107
	USE BOBOLI PIZZA CRUST (PACKAGED READY MADE)	87	93
	USE DIGIORNO PIZZA CRUST (PACKAGED READY MADE)	123	118
	USE PILLSBURY PIZZA CRUST (PACKAGED READY MADE)	130	127
	HOUSEHOLD EATS KNORR RICE MIXES RICE/RICE DISHES	100	100
	EAT NEAR EAST MIXES RICE/RICE DISHES	67	74
	EAT RICE-A-RONI MIXES RICE/RICE DISHES	120	117