

ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minu Drive Tin
	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 WATCH NOVA (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	127 95	122 101
	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 WATCH GREYS ANATOMY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	124 106	121 109
	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 WATCH TWO AND A HALF MEN (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	122 92	119 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 ATT	186	179
	WATCH WWE FRIDAY NIGHT SMACKDOWN! (THE CW) ONCE A WEEK PROGRAM WITH FU	203	190
	WATCH THE BIGGEST LOSER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	127	134
	WATCH DA VINCIS INQUEST ONCE A WEEK PROGRAM WITH FULL ATTENTION WATCH DEAL OR NO DEAL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	159 110	157 111
	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 WATCH GREAT PERFORMANCES (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	179 74	165 78
	WATCH THE NEW ADVENTURES OF OLD CHRISTINE (ABC) ONCE A WEEK PROGRAM WIT	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 WATCH CBS EVENING NEWS WITH KATIE COURIC EARLY EVENING NEWS WITH FULL AT	153	144 137
	WATCH CBS EVENING NEWS WITH RATIE COURIE EARLY EVENING NEWS WITH FULL AT	134 · 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 ATTENTIC WATCH COPS (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	175 150	168 143
	WATCH EGPS (POX) 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 WATCH AMERICAN IDOL (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	73 113	81 113
	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 WATCH MYSTERY! (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	102 88	107 89
	WATCH MISTER 11 (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION 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 WATCH MY NAME IS EARL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	78 100	87 103
	WATCH MY NAME IS EARL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION  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 USE RADIO MOST FOR INFORMATION ON WHATS ON TV	169 161	162 153
	USE TV GUIDE MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	138	132



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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 (NRC) LAST TIME IT WAS SHOWN	90	90



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
LEANING PRODUCTS	USE DAWN WASH N TOSS SCOURING PADS/SPONGES	164	153
	USE SCOTCH BRITE SCOURING PADS/SPONGES USE CHEER LAUNDRY SOAPS/DETERGENTS	85 120	88 116
	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 USE SOFT SCRUB CLEANERS	110	108
	USE WINDEX WINDOW/GLASS CLEANERS	92 97	95 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 USE WOOLITE LAUNDRY SOAPS/DETERGENTS	213 157	18
	USE STORE BRAND LAUNDRY SOAPS/DETERGENTS	100	10
	HOUSEHOLD USES LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	93	94
	USE WOOLITE LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	182	179
	HOUSEHOLD USES BLEACH	102	10
	USE PUREX BLEACH	184	172
	USE STORE BRAND BLEACH	89	91
	USE CLOROX BLEACH	107	10
	HOUSEHOLD USES FABRIC SOFTENERS	99	99
	USE BOUNCE SHEETS FABRIC SOFTENERS	104	10
	USE DOWNY LIQUID FABRIC SOFTENERS	95	96
	USE SNUGGLE SHEETS FABRIC SOFTENERS	140	13
	USE STORE BRAND FABRIC SOFTENERS	94	94
	HOUSEHOLD USES DISHWASHING LIQUID (NOT AUTO DISHWASING)	98	99
	HOUSEHOLD USES AUSTOMATIC DISHWASHING DETERGENT/RINSE	75	81
	USE SWIFFER HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS USE CLOROX HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	80 127	84 12
	USE LYSOL HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	141	14
	USE MR CLEAN HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	149	14
	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	13:
	HOUSEHOLD USES HH CLEANING DISPOSABLE WIPES/FLOOR CLEANERS	101	10
	HOUSEHOLD USES ABRASIVE CLEANERS	99	98
	HOUSEHOLD USES OVEN CLEANERS	128	12
	USE EASY-OFF OVEN CLEANERS	130	12
	USE SOS OVEN CLEANING PADS	175	17
	HOUSEHOLD USES DRAIN CLEANERS	104	10:
	USE DRANO DRAIN CLEANERS	103	10-
	USE LIQUID PLUMR DRAIN CLEANERS	110	10
	HOUSEHOLD USES FORMULA 409 WINDOW/GLASS CLEANERS USE FORMULA 409 WINDOW/GLASS CLEANERS	99	99
	USE MR CLEAN WINDOW/GLASS CLEANERS	157 179	15 17
	USE CLOROX IN-TANK TOILET CLEANERS	124	12
	HOUSEHOLD USES IN-BOWL TOILET CLEANERS	106	10:
	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	10
	USE FABULOSO HOUSEHOLD CLEANERS	165	15
	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	15
	USE MURPHYS OIL SOAP FLOOR WAX OR POLISH	114	113
	HOUSEHOLD USES RUG CLEANERS/SHAMPOOS	94	96



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	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



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MOST RECENT PC AT HOME PURCHASED AT COMPUTER STORE  MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE  MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER  70 MOST RECENT PC AT HOME PURCHASED WINCOUNT STORE  MOST RECENT PC AT HOME PURCHASED WINCUST STORE  MOST RECENT PC AT HOME PURCHASED WINCUST STORE  MOST RECENTLY ACQUIRED HOME PC BRAND: ALLENWARE  PC AT HOME USED FOR COMPUTER GAMES  PC AT HOME USED FOR DEWILTION  PC AT HOME USED FOR PELIVATION  PC AT HOME USED FOR REPRESENTATION  PC AT HOME USED FOR POWER BANKING  PC AT HOME USED FOR TRUE PLANDING  PC AT HOME USED FOR PROCESSING  PC AT HOME USED FOR THE POWER POWER PROCESSING  PC AT HOME USED FOR PROCESSING  PC AT HOME USED FOR PROCESSING  PC AT HOME USED FOR BERIEVAL OF NEWSINFORMATION/DATA SERVICES  MOWN SPREADSHEETS SOFTWARE  OWN BERSON-HALL SHAPPARE  OWN BERSON-HALL SHAPPARE  OWN PERSONAL FINANCIAL SOFTWARE  OWN PERSONAL FI	MOST RECENT PC AT HOME PURCHASED AT COMPUTER STORE MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER MOST RECENT PC AT HOME PURCHASED WHOLESALE/PRICE CLUBS MOST RECENT PC AT HOME PURCHASED ONLINE MOST RECENT PC AT HOME PURCHASED ONLINE MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE 18 HOUSEHOLD OWNS PC PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT PC AT HOME USED FOR RECOUNTING PC AT HOME USED FOR BUSINESS SANALYSIS/FORECASTING PC AT HOME USED FOR BUSINESS SANALYSIS/FORECASTING PC AT HOME USED FOR DESKTOP PUBLISHING PC AT HOME USED FOR DESKTOP PUBLISHING PC AT HOME USED FOR FILING/DATABASE MANAGEMENT PC AT HOME USED FOR FOR FILING/DATABASE MANAGEMENT PC AT HOME USED FOR FOR GRAPHICS/PRESENTATION PC AT HOME USED FOR GRAPHICS/PRESENTATION PC AT HOME USED FOR BOWN BANKING PC AT HOME USED FOR PROGRAMMING PC AT HOME USED FOR PROGRAMING PC AT HOME USED FOR WOND PROCESSING P	MOST RECENT PC	82	8
MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUPACTURER 70 MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUPACTURER 70 MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE 82 MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE 82 MOST RECENT PC AT HOME PURCHASED MINE 74 MOST RECENT PC AT HOME PURCHASED MINE 74 MOST RECENT PC AT HOME PURCHASED ONLINE 74 MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE 18 HOUSEHOLD OWNS PC 90 PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT 67 PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT 67 PC AT HOME USED FOR BUSINESS ANALYSIS/FORECASTING 77 PC AT HOME USED FOR BUSINESS ANALYSIS/FORECASTING 77 PC AT HOME USED FOR DESIXTOP PUBLISHING 70 PC AT HOME USED FOR PROSPACIAL FINANCIAL MANAGEMENT 78 PC AT HOME USED FOR FOR FINANCIAL MANAGEMENT 79 PC AT HOME USED FOR FOR HOME SHOPPING 74 PC AT HOME USED FOR HOME SHOPPING 74 PC AT HOME USED FOR FOR PROGRAMMING 75 PC AT HOME USED FOR PROGRAMMING 75 PC AT HOME USED FOR PROGRAMMING 75 PC AT HOME USED FOR TRAVEL PLANNING 76 PC AT HOME USED FOR TRAVEL PLANNING 77 PC AT HOME USED FOR TRAV	MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE MOST RECENT PC AT HOME PURCHASED WHOLESALE/PRICE CLUBS MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE MOST HOME USED FOR ACCOUNTING MOST RECENTLY ACQUIRED HOME USED FOR ACQUIRED HOME PC AT HOME USED FOR COMPUTER GAMES MOST RECENTLY ACQUIRED HOME USED FOR PEDUCATION MOST RECENTLY ACQUIRED HOME USED FOR BRAND: ALIENWARE MOST RECENTLY ACQUIRED HOME USED FOR HOME BANKING MOST RECENTLY ACQUIRED HOME SHOPPING MOST HECKENTLY ACQUIRED HOME SHOPPING MOST RECENTLY ACQUIRED HOME USED FOR RETIREVAL OF NEWS/INFORMATION/DATA SERVICES MOST HOME USED FOR TAXES MOST RECENTLY ACQUIRED HOME SHOPPING MOST HECKENTLY ACQUIRED HOME USED FOR THE MANAGEMENT MOST HOME USED	MOST RECENT PC	80	8
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OWN EDUCATIONAL SOFTWARE OWN FILING/DATABASE SOFTWARE OWN GAMES/RECREATION SOFTWARE OWN GAMES/PRESENTATION SOFTWARE OWN GRAPHICS/PRESENTATION SOFTWARE OWN PERSONAL FINANCIAL SOFTWARE OWN WORD PROCESSING SOFTWARE OWN WORD PROCESSING SOFTWARE OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE OWN REMOTE ACCESS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS	OWN EDUCATIONAL SOFTWARE 82 OWN FILING/DATABASE SOFTWARE 77 OWN GAMES/RECREATION SOFTWARE 79 OWN GRAPHICS/PRESENTATION SOFTWARE 76			7
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OWN FILING/DATABASE SOFTWARE OWN GAMES/RECREATION SOFTWARE OWN GRAPHICS/PRESENTATION SOFTWARE OWN PERSONAL FINANCIAL SOFTWARE OWN WORD PROCESSING SOFTWARE OWN WORD PROCESSING SOFTWARE OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE OWN REMOTE ACCESS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS	OWN FILING/DATABASE SOFTWARE 77 OWN GAMES/RECREATION SOFTWARE 79 OWN GRAPHICS/PRESENTATION SOFTWARE 76			8
OWN GRAPHICS/PRESENTATION SOFTWARE OWN PERSONAL FINANCIAL SOFTWARE OWN WORD PROCESSING SOFTWARE OWN WORD PROCESSING SOFTWARE OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE OWN REMOTE ACCESS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE OIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE OIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE OIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE OILINE DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL OR	OWN GRAPHICS/PRESENTATION SOFTWARE 76		77	8
OWN PERSONAL FINANCIAL SOFTWARE OWN WORD PROCESSING SOFTWARE OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE OWN REMOTE ACCESS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIOVIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AT STORE DURING LAST 12 MONTHS BOUGHT				8
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OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE  OWN REMOTE ACCESS SOFTWARE  OWN ANTI-VIRUS SOFTWARE  OWN ANTI-VIRUS SOFTWARE  OWN INTERNET FIREWALL SECURITY  BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  BOUGHT SOFTWARE AT AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  BOUGHT SOFTWARE AT	OWN PERSONAL FINANCIAL SOFTWARE 68	OWN PERSONAL FI	68	7
OWN REMOTE ACCESS SOFTWARE OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY FROM BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES	OWN WORD PROCESSING SOFTWARE 76	OWN WORD PROCE	76	8
OWN ANTI-VIRUS SOFTWARE OWN INTERNET FIREWALL SECURITY FROM BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88	OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE 73	OWN PROGRAMMIN	73	8
OWN INTERNET FIREWALL SECURITY  BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES			67	7
BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DURING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88	OWN ANTI-VIRUS SOFTWARE 79	OWN ANTI-VIRUS S	79	8
BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS BOUGHT SOFTWARE DUING LAST 12 MONTHS			78	8
BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  81  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88	BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS 109	BOUGHT 7 OR MOR	109	11
BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88	BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS 85	BOUGHT SOFTWAF	3 85	9
BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS 91 11 BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS 81 BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS 97 BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS 77 BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS 81 ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES 88			80	8
BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS  BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS  BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS  BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88	BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS 116	BOUGHT SOFTWAF	116	11
BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS 97 BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS 77 BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS 81 ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES 88	BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS 91	BOUGHT SOFTWAF	91	. 10
BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS 77 BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS 81 ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES 88	BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS 81	BOUGHT SOFTWAF	IS 81	. 8
BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88				9
BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS  ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES  88				8
ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES 88				8
			ES 88	9
	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: VIDEO GAME NEWS/ REVIEWS/ CHEAT CODE 93	ONLINE ACTIVITIES	DE 93	9



CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minu Drive Tin
	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) USE INTERNET MOSTLY AT HOME	70 89	77 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 USED/VISITED PAYPALCOM DURING LAST 7 DAYS	86 76	96 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 AMERICANSINGLESCOM 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 AMERICANGREETINGSCOM DURING LAST 7 DAYS USED/VISITED AOLCOM DURING LAST 7 DAYS	115 105	116 107
	USED/VISITED ASKCOM (ASKJEEVES) DURING LAST 7 DAYS	104	106
	USED/VISITED BARNESANDNOBLECOM DURING LAST 7 DAYS	99	106
	USED/VISITED BIZRATECOM DURING LAST 7 DAYS	63	73
	USED/VISITED CBSCOM DURING LAST 7 DAYS	92	102
	USED/VISITED TICKETMASTERCOM DURING LAST 7 DAYS	83	93
	USED/VISITED CLASSMATESCOM DURING LAST 7 DAYS	108	107
	USED/VISITED CNNCOM DURING LAST 7 DAYS	83	93
	USED/VISITED DISNEYCOM DURING LAST 7 DAYS	71	79
	USED/VISITED EBAYCOM DURING LAST 7 DAYS	71	79
	USED/VISITED ESPNCOM DURING LAST 7 DAYS	73	82
	USED/VISITED EXPEDIACOM DURING LAST 7 DAYS USED/VISITED FOXCOM DURING LAST 7 DAYS	84 82	94 88
	USED/VISITED TO ACCOM DUTING LAST 7 DAYS	66	68
	USED/VISITED GOOGLECOM DURING LAST 7 DAYS	77	85
	USED/VISITED SUPERPAGESCOM DURING LAST 7 DAYS	112	121
	USED/VISITED HOTMAILCOM DURING LAST 7 DAYS	89	96
	USED/VISITED IVILLAGECOM DURING LAST 7 DAYS	129	123
	USED/VISITED MAPQUESTCOM DURING LAST 7 DAYS	81	90
	USED/VISITED MATCHCOM DURING LAST 7 DAYS	86	94
	USED/VISITED MSNCOM DURING LAST 7 DAYS	75	84
	USED/VISITED MSNBCCOM DURING LAST 7 DAYS USED/VISITED NASCARCOM DURING LAST 7 DAYS	75 64	84 68
	USED/VISITED NASCARCOM DURING LAST 7 DAYS	96	105
	USED/VISITED NYTIMESCOM DURING LAST 7 DYAS	106	116
	USED/VISITED ORBITZCOM DURING LAST 7 DAYS	71	81
	USED/VISITED SONYCOM DURING LAST 7 DAYS	80	85
	USED/VISITED CBSSPORTSLINECOM DURING LAST 7 DAYS	79	90
	USED/VISITED TIMECOM DURING LAST 7 DAYS	67	81
	USED/VISITED TRAVELOCITYCOM DURING LAST 7 DAYS	74	84
	USED/VISITED USATODAYCOM DURING LAST 7 DAYS	90	97
	USED/VISITED WSJCOM DURING LAST 7 DAYS USED/VISITED WEATHERCOM DURING LAST 7 DAYS	66	81
	USED/VISITED WEATHERCOM DURING LAST 7 DAYS	76 96	84 99
	USED/VISITED HPCOM DURING LAST 7 DAYS	67	75
	USED/VISITED BESTBUYCOM DURING LAST 7 DAYS	92	102
	USED/VISITED MARKETWATCHCOM DURING LAST 7 DAYS	64	77
	USED/VISITED COOLSAVINGSCOM DURING LAST 7 DAYS	66	75
	USED/VISITED DELLCOM DURING LAST 7 DAYS	82	90
	USED/VISITED LATIMESCOM DURING LAST 7 DAYS	71	85
	USED/VISITED MLBCOM DURING LAST 7 DAYS	64	70
	USED/VISITED MONSTERCOM DURING LAST 7 DAYS	116	125
	USED/VISITED NBACOM DURING LAST 7 DAYS USED/VISITED NFLCOM DURING LAST 7 DAYS	103 85	111 89
	USED/VISITED NHLCOM DURING LAST 7 DAYS	70	78
	USED/VISITED PGATOURCOM DURING LAST 7 DAYS	68	83
	USED/VISITED REUTERSCOM DURING LAST 7 DAYS	72	82
	USED/VISITED VERIZONCOM DURING LAST 7 DAYS	96	101
	USED/VISITED WASHINGTONPOSTCOM DURING LAST 7 DAYS	129	146
	USED/VISITED 1800FLOWERSCOM DURING LAST 7 DAYS	142	140
	USED/VISITED MYSPACECOM DURING LAST 7 DAYS	114	113
	USED/VISITED NETFLIXCOM DURING LAST 7 DAYS	69	80
	USED/VISITED T-MOBILECOM 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 INTERNET POP-UP/UNDER WINDOW ADS-FORM VERY OFTEN LEADS TO PURCHASE	116 99	104 96
	THE LATINET FOR OFFICIALLY WINDOW ADSTONIA VENT OF THE LEADS TO PORCHASE	ASE 78	90



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



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 RESTARURANT	107	107
	ATE 6-13 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	94	93
	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	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



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minu Drive Tir
LECTRONICS	BOUGHT DVDS FROM BMG MUSIC	344	289
	BOUGHT DVDS FROM SAM GOODY/MUSIC LAND BOUGHT DVDS FROM SUN COAST VIDEO	145	137
	OWN IRIVER PORTABLE MP3/DIGITAL MEDIA PLAYER	77 64	85 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 OWN COMPACT DISC (CD) PLAYER STEREO/RADIO EQUIPMENT	79 85	88
	OWN MINI DISC (MD) PLAYER STEREO/RADIO EQUIPMENT	85	88 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 PUCHASED 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 OWN DVD PLAYER STEREO/RADIO EQUIPMENT	77	80
	BOUGHT DVDS IN LAST 12 MONTHS	92 99	94
	RENTED DVDS IN LAST 12 MONTHS  RENTED DVDS IN LAST 12 MONTHS	86	100 90
	BOUGHT SPORTS DVDS IN LAST 12 MONTHS	100	96
	BOUGHT SPORTS DVDS IN LAST 12 MONTHS  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
	LIGE CARLO DDA (DEDOCNA) DIGITAL ACCIOTANTS		455
	USE CASIO PDA (PERSONAL DIGITAL ASSISTANT)	167	158



ATEGORY	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) USE CLIE (SONY) PDA (PERSONAL DIGITAL ASSISTANT)	79 79	87 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 OTHER KIND OF DVR	86 145	98 147
	DVR SERVICE PROVIDED BY TIVO	145 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 SANYO TV	92	98 94
	SONYTV	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 OWN OR PLAY GAME BOY ADVANCE SP VIDEO GAMES	100	101
		120	116
	OWN OR PLAY GAME BOY MICRO VIDEO GAMES OWN OR PLAY XBOX VIDEO GAMES	159 123	153 122
	OWN OR PLAY ABOX VIDEO GAMES OWN OR PLAY GAMECUBE VIDEO GAMES	122	118
	OWN OR PLAY GAMILEOBLE 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



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
NTERTAINMENT/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 ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	107 110	108 116
	ATTENDED A COMED TO COUNTY 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 LEISURE ACTIVITIES/HOBBIES - LISTENING TO MUSIC IN LAST 12 MONTHS	79	85
	LEISURE ACTIVITIES/HOBBIES - LISTENING TO MUSIC IN LAST 12 MONTHS  LEISURE ACTIVITIES/HOBBIES - PAINTING, DRAWING, SCULPTING IN LAST 12 MONTHS	101 96	102
	LEISURE ACTIVITIES/HOBBIES - PHOTOGRAPHY IN LAST 12 MONTHS	81	98 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 N	91	93
	PERSONALLY BOUGHT AWARNER BROS/HANNA BARBERA, OTHER COLLECTIBLES IN LA	105	103
	PERSONALLY BOUGHT DISNEY (PARTICULAR CHARACTER/THEME PARK) COLLECTIBLES	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 PERSONALLY BOUGHT STAMPS COLLECTIBLES IN LAST 12 MONTHS	92 113	92 105
	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 WATCHED ANIMATION MOVIE IN THEATER	85	84
		94	98
	WATCHED SCI-FI MOVIE IN THEATER WATCHED ACTION/ADVENTURE MOVIE	103 101	106
	WATCHED COMEDY MOVIE	101	104
	WATCHED GOMEDT MOVIE 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 SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FRESH WATER FISHING	92	91
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FRESH WATER FISHING SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HORSEBACK RIDING	85 79	85 80
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HORSEBACK HIDING SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HUNTING	79 70	80 69
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HONTING SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TARGET SHOOTING	70 78	69 79
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TARGET SHOOTING  SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ARCHERY	78 77	79 75
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ARCHERT SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CAMPING TRIPS (OVERNIGHT)	70	75



EGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FITNESS WALKING/EXERCISE/ V	92	94
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JOGGING/RUNNING SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - KARATE/MARTIAL ARTS/KICKBO	95 110	99
	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - RARATE/MARTIAL ARTS/NORBO SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - STATIONARY	92	110 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 SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - YOGA	103 102	101 105
	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
	EXCERCISED 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 PURCHASED HARDCOVER BOOK IN LAST 12 MONTHS	86 87	90 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 N	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 BOUGHT OTHER GAMES AND TOYS IN LAST 12 MONTHS	83 94	87 95
	BOUGHT OTHER GAMES AND TOTS IN EAST 12 MONTHS  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 MONTH:	103	110
	ATTENDED A DANCE PERFORMANCELIVE THEATER/CONCERT/DANCE MOST IN LAST 12	106	10
	ATTENDED A CONCERT-CLASSICAL CLUB LIVE THEATER/CONCERT/DANCE MOST IN LAS	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	11-
	WATCHED FAMILY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	109	10
	WATCHED COMEDY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND WATCHED DRAMA MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	102 122	10:
	WATCHED DRAWN MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	135	13
	WATCHED THRILLER MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	125	12:
	WATCHED ANIMATION MOVIE ON PAT-PER-VIEW/ VIDEO ON DEMAND	142	134
	USUALLY GO SEE A MOVIE IN THE THEATER ANYTIME WITHIN FIRST 2 WEEKS	111	11
	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 HORROR MOVIE WATCHED MYSTERY/SUSPENSE/THRILLER MOVIE	147 116	141 117



ATEGORY	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 MONTH	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 COLLEGE HOCKET BORING LAST 12 MONTHS  VERY INTERESTED IN HORSE RACING DURING LAST 12 MONTHS	103	103
	VERY INTERESTED IN RODEO DURING LAST 12 MONTHS	78	
		78 81	76 84
	VERY INTERESTED IN MAJOR LEAGUE BASEBALL (MLB) DURING LAST 12 MONTHS		
	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 MO	135	132
	VERY INTERESTED IN WOMENS NATIONAL BASKETBALL ASSOCIATION (WNBA) DURING	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



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
NANCIAL 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	
	HAVE LIFE INSURANCE WITH NORTHWESTERN MUTUAL		84
		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 - GEICO HOMEOWNERS INSURANCE - TRAVELERS		
	HAS ATM/DEBIT CARD	71 93	79
			96
	USED ATM/DEBIT CARD 4 OR MORE TIMES IN LAST 30 DAYS	91	94
	USED ATMOEBIT 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 SERCURITIES (COMMODITIES/WARRANTS/PUTS)	63	66
	TYPE OF INVESTMENT - DO NOT OWN ANY INVESTMENTS	128	123
			120
	TYPE OF INVESTMENT - US TREASURY BILLS OR NOTES	65	70



TEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minu Drive Tim
	TYPE OF INVESTMENT - INTERNATIONAL INVESTMENTS	64	73
	HAVE OTHER INSURANCE CURRENTLY CARRY SURETY (BOND) INSURANCE	73 54	76 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 CURRENTLY CARRY SMALL BUSINESS INSURANCE	107 59	105 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 OTHER PROFESSIONAL ON-SITE SERVICES PREPARED PERSONAL TAXES IN LAST 12 MC	96	101
	MANUALLY (PEN AND PAPER) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	121 88	115 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 PAYING YOUR BILLS - AUTOMATICALLY DEDUCTED FROM BANK ACCOUNT	116	115
	BANKING AND INVESTMENTS - CURRENTLY HAVE DEBIT CARD/ELECTRONIC FUNDS TR/	90 82	92 88
	BANKING AND INVESTMENTS - CORRENTLY 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 FRO	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 FR	92	98
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM SAVII	75 75	78 78
	BANKING AND INVESTMENTS - INTEREST BEARING OF LOCKING ACCOUNT (S) FROM SAVINGS BANK	72	75
	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM SAVINGS BANKI	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 FRO	.77	83
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	78	82
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM CREE	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 FRO	47	50
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	84	98
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM FS BE	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



TEGORY	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 FRO	44	61
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM	64	88
	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM MUTU	56	69
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM MUTUAL FUND FIRM BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM MUTUAL FUND I	67 108	78 123
	BANKING AND INVESTMENTS - CASIT MANAGEMENT ACCOUNT(S) 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 FRO	133	122
	BANKING AND INVESTMENTS - CHECK DESIT CARD/ELECTRONIC FORUS TRANSPER FAC	103	
	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM OTHE	103	95
	BANKING AND INVESTMENTS - INVEREST BEARING OF LOCKING ACCOUNT(S) FROM OTHER	83	96
	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM OTHER  BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM OTHER	165	80
	[제상 1. 시계상 2개 시간 전쟁 1. 시간 전쟁 1. 시간 전쟁 1.		153
	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM OTHER BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM OTHER	218	190
	BANKING AND INVESTMENTS - SENIOR CITIZENS CLOB FROM OTHER  BANKING AND INVESTMENTS - DO NOT HAVE ANY OF THESE	152 145	142 139
	BANKING AND INVESTMENTS - DO NOT HAVE ANT OF THESE  BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/LONG TE		
	BANKING AND INVESTMENTS - CORNENTET HAVE SAVINGS CERTIFICATES CD/LONG TERM FROM COMMUN	74 72	76 74
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM COMMON 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 CREDIT C	61	
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM DISC BRO	35	71
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM MUTUAL	53	46 55
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM OTHER	115	103
	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM PROMOTHER  BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/SHORT T	77	79
	BANKING AND INVESTMENTS - CORRENTET TIAVE 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	79
	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 - OWN 329 COLLEGE SAVINGS	64	75
	PROPERTY AND VEHICLE INSURANCE - HOMEOWNERS	72	75 76
	PROPERTY AND VEHICLE INSURANCE - TENANTS	108	
	TYPE OF INVESTMENT - KEOGH/SEP-IRA/PENSION	58	109
	TYPE OF INVESTMENT - REOGRIGEF-IRAVPENSION	66	66 73
	TYPE OF INVESTMENT - TROOT AGREEMENT	70	73 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 HAVE OR USE MASTERCARD DEBIT CARD	94	97
		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 ANY CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	70 85	77 87



CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minut 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	102
		97	
	HOUSEHOLD USES DRY BROWNIE MIXES		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 REESES 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
		101	101



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NUMBER OF BOTTLES OF SEVEN SEAS PREPARED SALAD DRESSINGS USED IN LAST 30 NUMBER OF POLITISS OF WISH-BORNE PREPARED SALAD DRESSINGS USED IN LAST 31 NUMBER OF POLITISS OF WISH-BORNE PREPARED SALAD DRESSINGS USED IN LAST 37 USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE CONTAININ PRZZA SAUCE USE PROGRESSO TIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE SPROGRESSO TIZZ SAUCE USE STORE BRAND GANDY AND SAUCE MIXES  HOUSEHOLD USES SAUCH OR COCKINO TIZZ HOUSEHOLD USES SPROGRESSO TIZZ SAUCE USES TIZZ SAUCE SEED TIZZ SAUCE SEED TIZZ SAUCE HOUSEHOLD USES SPROGRESSON TIZZ SAUCE SEED TIZZ SAUCE SA		NUMBER OF JARS OF KRAFT MIRACLE WHIP MAYONNAISE/MAYO SALAD DRESSING U	SE 106	103
NUMBER OF BOTTLES OF SEVEN SEAS PREPARED SALAD DRESSINGS USED IN LAST 30 NUMBER OF POLITISS OF WISH-BORNE PREPARED SALAD DRESSINGS USED IN LAST 31 NUMBER OF POLITISS OF WISH-BORNE PREPARED SALAD DRESSINGS USED IN LAST 37 USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMATERPICE BEDDIS ASSONING SAUCES USE KOMOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE KONOTTS BERRY FARM JAMS, JELLES AND PRESERVES USE CONTAININ PRZZA SAUCE USE PROGRESSO TIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE PREMO PIZZ SAUCE USE SPROGRESSO TIZZ SAUCE USE STORE BRAND GANDY AND SAUCE MIXES  HOUSEHOLD USES SAUCH OR COCKINO TIZZ HOUSEHOLD USES SPROGRESSO TIZZ SAUCE USES TIZZ SAUCE SEED TIZZ SAUCE SEED TIZZ SAUCE HOUSEHOLD USES SPROGRESSON TIZZ SAUCE SEED TIZZ SAUCE SA				108
NUMBER OF FOUNDS OF BUNKBLAND FORWARDARINGS USED IN LAST 30 I NUMBER OF FOUNDS OF BUNKBLA AND BROWN ARROARING USED IN LAST 7 DAYS  USE KO MASTERPIECE BROSE-ASONING SAUCES  USE SPLENDA SUGAR SUBSTITUTES  USE SPLENDA SUGAR SUGE  USE CONTADINA PIZZA SAUCE  USE SPLENDA SUGAR SUGE  USE SPLENDA SUGAR SUG				116
NUMBER OF POUNDS OF BRUMMEL AND BROWN MARGARINE USED IN LAST 7 DAYS USE KRAFT BROSEASONING SAUCES USE KRAFT BROSEASONING SAUCES USE SPLENDA SUGAR SUBSTITUTUSE USE CAMPELLS GRAVY AND SAUCE MUSES USE SPLENDA SUGAR SUBSTITUTUSE USE CAMPELLS GRAVY AND SAUCE MUSES USE SPLENDA SUGAR SUBSTITUTUSE USE CAMPELLS GRAVY AND SAUCE MUSES USE CONTAINAN PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PREGO PIZZA SAUCE MUSES HOUSEHOLD USES DAYAY AND SAUCE MIXES HOUSEHOLD USES OR SAUCE MIXES HOUSEHOLD USES DAY MIX SAUCE MIXES HOUSEHOLD USES DAY MIXES MALD PRESSING HOUSEHOLD USES DAY MIXES MALD PRESSING HOUSEHOLD USES DAY SAUCE MIXES HOUSEHOLD USES DAY SAUCE MIXES HOUSEHOLD USES DAY SAUCE MIXES HOUSEHOLD USES MALD PRESSING HOUSEHOLD USES SAUCH MIXES HOUSE SAUCH MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES SAUCH MIXES HOUSE SAUCH MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES SAUCH MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES SAUCH MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES SAUCH MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE IN LAST 30 DAYS HOUSEHOLD USES MIXES AND SAUCE WISE MIXES AND S				108
USE KO MASTERPIECE BROYSEASONING SAUCES  USE SRIENDA SUGARS SUBSTITUTES  USE CAMPBELLS GRAVY AND SAUCE MXES  USE KROTTS BERRY FARM JAMAS, JELLES AND PRESERVES  USE KROTTS BERRY FARM JAMAS, JELLES AND PRESERVES  HOUSEHOLD JESTS MARGARINES AND FRESERVES  HOUSEHOLD JESTS AND SAUCE  HOUSEHOLD JESTS AND SAUCE  USE PROSERSO PIZZA SAUCE  USE PROSERVES PROSERSO PIZZA SAUCE  USE PROSERVES PROSERSO PIZZA SAUCE  USE PROSERVES PROSERVES  HOUSEHOLD JUSES GRAVY AND SAUCE MIXES  HOUSEHOLD JUSES SALAD OR COOKING OIL  HOUSEHOLD JUSES AND SAUCE MIXES  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING IN JAR  HOUSEHOLD JUSES AND SAUCE MIXES AND DRESSING SAUCE MIXES AND THE SAUCE MIXES A				
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USE SR.ENDA. SUGATI VITES  USE CAMPRELLS GRADY AND SAUCE MIXES  USE KNOTTS BERRY FARM JAMS, JELLES AND PRESERVES  105				10
USE CAMPBELLS GRAVY AND SAUCE MIXES  USE KNOTTS EBERTY FARM JAMS, JELLIES AND PRESERVES  HOUSEHOLD EATS MARGARINE/MARGARINE SPREAD  HOUSEHOLD USES PIZZA SAUCE  USE CONTADINA PIZZA SAUCE  USE CONTADINA PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE RAGU PIZZA SAUCE  USE RAGU PIZZA SAUCE  USE RAGU PIZZA SAUCE  USE SAUCE  USE SAUCE  USE SAUCE  USE SAUCE  USE SAUCE SUSE SUSE SAUCE  USE SAUCE SUSE SUSE SUSE SUSE SUSE SUSE SUSE S				12
USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  HOUSEHOLD DESS PIZZA SAUCE  USE PONTOJEN PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PREGO PIZZA SAUCE MIXES  HOUSEHOLD USES SA PIZZA SAUCE MIXES  HOUSEHOLD USES SA SAUCE ON COOKING OLL  HOUSEHOLD USES SA MAYONNAISEMAYO SALAD DRESSING IN JAR  HOUSEHOLD USES DAY MAY SALAD DRESSING IN JAR  HOUSEHOLD USES SAUCH LE SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH LE SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH ENTRADED  HOUSEHOLD USES SAUCH SAUCE IN JARS  HOUSEHOLD USES SAUCH SAUCE HILPAST SAUCE IN JARS  HOUSEHOLD USES SAUCH SAUCH THAT SAUCE IN JARS  HOUSEHOLD USES SAUCH SAUCH THAT SAUCE IN JARS  HOUSEHOLD USES SAUCH SAUCH SAUCH IN JARS  HOUSEHOLD USES BAND CARSUMERS SAUCE IN JARS  HOUSEHOLD USES BAND CARSUMERS SAUCE IN JARS  HOUSEHOLD USES BAND CARSUMERS SAUCE IN JARS  HOUSEHOLD USES BAND SAUCH SAUCH SAUCH IN JARS SAUCH IN JARS SAUCH IN JARS SAUCH IN JARS SAUCH SAU		USE SPLENDA SUGAR SUBSTITUTES	83	87
HOUSEHOLD BEST PIZZA SAUCE  HOUSEHOLD USES PIZZA SAUCE  USE CONTADINA PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PROGRESSO PIZZA SAUCE  USE PREGRESO PIZZA SAUCE  USE SENDE PIZZA SAUCE  USE SENDE BRAND GRAVY AND SAUCE MIXES  100  USE STORE BRAND GRAVY AND SAUCE MIXES  HOUSEHOLD USES SAUCH SAUCH SAUCH SUBJECT SAUCH SENDE IN LAST 30 DAYS  HOUSEHOLD USES MAY MENSEMMY SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES MAY MENSEMMY SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH SAUCH SAUCH SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH SAUCH SAUCH SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH SAUCH SAUCH SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH SAUCH SAUCH SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH SAUCH SAUCH SAUCH SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAUCH		USE CAMPBELLS GRAVY AND SAUCE MIXES	148	14
HOUSEHOLD USES PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PREGO PIZZA SAUCE USE STORE BRAND GRAPY AND SAUCE MIXES HOUSEHOLD USES GRAPY AND SAUCE MIXES HOUSEHOLD USES GRAPY AND SAUCE MIXES HOUSEHOLD USES SAUCH OR FOOCKING CLE MIXED HOUSEHOLD USES SAUCH OR FOOCKING CLE MIXED HOUSEHOLD USES SAUCH OR FOOCKING CLE MIXED HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES DRY MIXED SALAD PRESSING HOUSEHOLD USES SAUCH SALAD PRESSING HOUSEHOLD USES BROAD SALAD PRESSING HOUSEHOLD USES SALAD PRESSING SUBJAND HOUSEHOLD USES SALAD HOUSEHOLD SUBJAND HOUSEHOLD USES SALAD HOUSE SALAD PRESSING SUBJAND		USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	102	102
HOUSEHOLD USES PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PROGRESSO PIZZA SAUCE USE PREGO PIZZA SAUCE USE STORE BRAND GRAVY AND SAUCE MIXES HOUSEHOLD USES GRAVY AND SAUCE MIXES HOUSEHOLD USES SAUCH AND SAUCE MIXES HOUSEHOLD USES SORA WAS SAUCH MIXES HOUSEHOLD USES SORA WAS SAUCH MIXES HOUSEHOLD USES SORA WAS SAUCH MIXES HOUSEHOLD USES OR WAS SAUCH OF SORA WAS SAUCH W		HOUSEHOLD FATS MARGARINE/MARGARINE SPREAD	110	10
USE CONTADINA PIZZA SAUCE  USE RAGU PIZZA SAUCE  USE PREGO PIZZA SAUCE  USE PREGO PIZZA SAUCE  USE HEINZ GRAYY AND SAUCE MIXES  HOUSEHOLD USES SAUCH OR COCKING ON THE SAUCE MIXES  HOUSEHOLD USES SAUCH OR COCKING ON THE SAUCE MIXES  HOUSEHOLD USES SAUCH OR COCKING ON THE SAUCE MIXES  HOUSEHOLD USES DAY ON THE SAUCE MIXES  HOUSEHOLD USES DAY WAS AND ADERSING  HOUSEHOLD USES DAY WAS AND ADERSING HUMBER OF A SAUCE WAS AND THE SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES DAY WAS AND ADERSING PIESSING IN JAR  HOUSEHOLD USES DAY WAS AND ADERSING PIESSING IN JAR  HOUSEHOLD USES DAY WAS AND ADERSING PIESSING IN JAR  HOUSEHOLD USES SAUGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SEAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SEAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SEAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES DEATSPICETOHUP  USE DEL MONTE CATSUP/RETCHUP  USE HEINZ CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE GREY POUPON MUSTARD  USE FRENCHIS MUSTARD  USE FRENCHIS MUSTARD  USE FRENCHIS MUSTARD  USE GREY POUPON MUSTARD  USE GREY POUPON MUSTARD  USE REALT MUSTARD  HOUSEHOLD USES BOO AND SEASONING SAUCES  USE LA COSTERA BBOO'SEASONING SAUCES  USE LA COSTERA BBOO'SEASONING SAUCES  USE LEINZ STORE BRAND CATSUP/RETCHUP  HOUSEHOLD USES BOO AND SEASONING SAUCES  USE SUE LA COSTERA BBOO'SEASONING SAUCES  USE SUE STORE BRAND WHITE GRANULATED SUGAR  USE STORE BRAND WHITE GRAN				98
USE PROGRESSO PIZZA SAUCE  USE PREGO PIZZA SAUCE  USE PREGO PIZZA SAUCE  USE HOLIZ GRAVY AND SAUCE MIXES  HOUSEHOLD USES GRAVY AND SAUCE MIXES  HOUSEHOLD USES GRAVY AND SAUCE MIXES  HOUSEHOLD USES SALAD OR COOKING OIL  HOUSEHOLD USES SALAD OR COOKING OIL  HOUSEHOLD USES SALAD OR COOKING OIL  HOUSEHOLD USES MIXERED SALAD DRESSING  HOUSEHOLD USES MIXERED SALAD DRESSING  HOUSEHOLD USES MIXER SALAD DRESSING IN JAR  NUMBER OF JARRS OF BERTICLUSPACHETIVASTS ASUCE USED IN LAST 30 DAYS  HOUSEHOLD USES AND SALAD PRESSING  HOUSEHOLD USES AND SALAD PRESSING  HOUSEHOLD USES AND SALAD PRESSING  USE PLEMENT OF JARRS OF BERTICLUSPACHETIVASTS ASUCE USED IN LAST 30 DAYS  HOUSEHOLD USES AND SALAD PRESSING  USE HEINE CATSUPWETCHUP  USE HOUSEHOLD USES MIXER AND  USE FRENCE ATSUPWETCHUP  USE HEINE CATSUPWETCHUP  USE HOUSEHOLD USES USE HOL ACT TO TAS IN A SITUE SALAD TO TAS IN A				97
USE PRECO PIZZA SAUCE  USE HEINZ GRAVY AND SAUCE MIXES  HOUSEHOLD USES SALO OR COOKING OIL  HOUSEHOLD USES MAY ONNAISE/MAYO SALAD DRESSING IN JAR  HOUSEHOLD USES DREPARED SALAD DRESSING IN JAR  HOUSEHOLD USES DREPARED SALAD DRESSING IN JAR  HOUSEHOLD USES SALO SALO SALO SALO DRESSING IN JAR  HOUSEHOLD USES SALO SALO SALO SALO SALO SALO SALO SAL				
USE PRECO PIZZA SAUCE  USE HOUSEHOLD USES GRAVY AND SAUCE MIXES  HOUSEHOLD USES GRAVY AND SAUCE MIXES  HOUSEHOLD USES READER BRAND GRAVY AND SAUCE MIXES  HOUSEHOLD USES SALAD OR COOKING OIL  HOUSEHOLD USES READERED SALAD DRESSING  HOUSEHOLD USES BRAPARED SALAD DRESSING  HOUSEHOLD USES BRAY MIX SALAD DRESSING  HOUSEHOLD USES MAY ONNAISE/MAYO SALAD DRESSING IN JAR  ### NUMBER OF JARS OF BARILLA SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  ### NUMBER OF JARS OF BARILLA SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  ### HOUSEHOLD USES SALAD PRESSING  HOUSEHOLD USES SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JAR  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING IN JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING JARS  ### HOUSEHOLD USES GAS USEN SALAD PRESSING JARS  ### HOUSEHOLD USES SALAD JARS JELLIES AND PRESSERVES  ### JARS JARS JELLIES AND PRESSERVES  ### JARS JARS JEL				13
USE HEINZ GRAVY AND SAUCE MIXES HOUSEHOLD USES GRAVY AND SAUCE MIXES 106 USE STORE BRAND GRAVY AND SAUCE MIXES 110 HOUSEHOLD USES SALO POR COOKING OIL HOUSEHOLD USES SALO POR COOKING OIL HOUSEHOLD USES SALO POR COOKING OIL HOUSEHOLD USES PREPARED SALAD DRESSING IN JAR HOUSEHOLD USES BRY WIX SALAD DRESSING IN JAR HOUSEHOLD USES MAY ONNAISE/MAYO SALAD DRESSING IN JAR NUMBER OF JARS OF BERHALL SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS 104 NUMBER OF JARS OF BERHALL SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS 105 HOUSEHOLD USES SALE TITIPASTA SAUCE IN JARS HOUSEHOLD USES SALE TITIPASTA SAUCE IN JARS HOUSEHOLD USES SALE TITIPASTA SAUCE IN JARS 102 HOUSEHOLD USES SALE TITIPASTA SAUCE IN JARS 104 HOUSEHOLD USES CATSUP/KETCHUP 105 USE HEINZ CATSUP/KETCHUP 106 USE STORE BRAND CATSUP/KETCHUP 107 USE HEINZ CATSUP/KETCHUP 108 USE STORE BRAND CATSUP/KETCHUP 109 USE STORE BRAND CATSUP/KETCHUP 100 USE STORE BRAND CATSUP/KETCHUP 100 USE FRANCH SALE SALE SALE SALE SALE SALE SALE SALE				10
HOUSEHOLD USES GRANY AND SAUCE MIXES  USE STORE BRAND GRAPY AND SAUCE MIXES  HOUSEHOLD USES NALAD OR COOKING OIL  HOUSEHOLD USES PEPRARED SALAD DRESSING  HOUSEHOLD USES DRY MIX SALAD DRESSING  HOUSEHOLD USES DRY MIX SALAD DRESSING  HOUSEHOLD USES DRY MIX SALAD DRESSING IN JAR  HOUSEHOLD USES DRY MIX SALAD DRESSING IN JAR  NUMBER OF JARS OF BARILLA SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  NUMBER OF JARS OF BERTIOLLISPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  DIVERTION OF JARS OF BERTIOLLISPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS  USE DEL MONTE CATSUPKETCHUP  USE DEL MONTE CATSUPKETCHUP  USE STORE BRAND CATSUPKETCHUP  USE FRENCHS MUSTARD  USE KRALT MUSTARD  HOUSEHOLD USES BBO AND SEASONING SAUCES  USE IN COSTEMD BROYSEASONING SAUCES  USE IN SELECTION OF SAUCES  USE LUGGES EGGO PANCAKETABLE SYRUP  HOUSEHOLD USES BROAKER AND TABLE SYRUP  HOUSEHOLD USES BROAKER AND TABLE SYRUP  HOUSEHOLD USES MUSTARD SAUCES  USE HUNGRY JACK PANCAKETABLE SYRUP  HOUSEHOLD USES SUGARS WAS BUSTITUTES  USE SOUGH BROWN WHITE GRANULATED SUGAR  USE SOORE BRAND WHITE GRANULATED SUGAR  USE SOORE BRAND WHITE GRANULATED SUGAR  USE SOORE BRAND WHITE GRANULATED SUGAR  HOUSEHOLD USES SHORAKE AND TABLE SYRUP  USE HUNGRY JACK PANCAKETABLE SYRUP  USE SHUTRASWEET SUGAR SUBSTITUTES  USE SUGAR SU				11
USE STORE BRAND GRAVY AND SAUCE MIXES HOUSEHOLD USES SHOULD GO SALAD DRESSING HOUSEHOLD USES PREPARED SALAD DRESSING HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES MAY ONNAISEMAYO SALAD DRESSING IN JAR NUMBER OF JARS OF BRAILL A SPAGHETTIVPASTA SAUCE USED IN LAST 30 DAYS NUMBER OF JARS OF BRAILL A SPAGHETTIVPASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES SAMPHETTIVPASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES CATSUP/KETCHUP USE OLE MONTE CATSUP/KETCHUP USE OLE MONTE CATSUP/KETCHUP USE SELE MONTE CATSUP/KETCHUP USE HEINZ CATSUP/KETCHUP USE SELE MONTE CATSUP/KETCHUP USE GREY POUPON MUSTARD USE SELE MONTE SELE MONTE SEASONING SAUCES USE LA COSTENA BROISES SONING SAUCES USE WILLOGGS EGOD PANCAKET PLASE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP USE HUMGRY JACK PANCAKET PLASE SYRUP USE HUMGRY JACK PANCAKET PLASE SYRUP HOUSEHOLD USES SELE MONTE GRANULATED SUGAR USE SONGE BRAND WHITE GRANULATED SUGAR USE SONGE BRAND SUBSTITUTES USE MUTHANS SEASONING SAUCES USE MUTHANS SEASONING SAUCES USE SUGAR SUBSTITUTES USE SUGAR			125	12
HOUSEHOLD USES PARPARED SALAD DORESHING HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES MY MIX SALAD DRESSING HOUSEHOLD USES MY MIX SALAD DRESSING IN JAR HOUSEHOLD USES MY MIX SALAD DRESSING IN JAR NUMBER OF JARS OF BARILLA SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS NUMBER OF JARS OF BERTICLLISPACHETTIPASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES SPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES CATSUP/KETCHUP USE DEL MONTE CATSUP/KETCHUP USE HEM CATSUP/KETCHUP USE HEM CATSUP/KETCHUP USE STORE BERNAND SATUP/KETCHUP USE HOUSEHOLD USES BERDAND SEASONING SAUCES USE LA COSTENA BEO/SEASONING SAUCES USE LA COSTENA BEO/SEASONING SAUCES USE LA COSTENA BEO/SEASONING SAUCES USE WISE STORE BERNAND WHITE GRANULATED SUGAR USE STORE BERNAND WHITE GRANULATED SUGAR		HOUSEHOLD USES GRAVY AND SAUCE MIXES	106	10
HOUSEHOLD USES PREPARED SALAD DRESSING HOUSEHOLD USES MY MIX SALAD DRESSING HOUSEHOLD USES MY ONNAISE/MAYO SALAD DRESSING IN JAR 99 NUMBER OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS 104 NUMBER OF JARS OF BERTIOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 102 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 103 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 104 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 105 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 106 107 USE DE MONTE CATSUP/RECTCHUP 108 USE STORE BHAND CATSUP/RECTCHUP 109 USE GREY POUPON MUSTARD 109 USE GREY POUPON MUSTARD 109 USE GREY POUPON MUSTARD 109 USE STORE BHAND SEASONING SAUCES 101 USE KERLT MUSTARD 100 101 102 103 104 105 105 105 105 105 105 105 105 105 105		USE STORE BRAND GRAVY AND SAUCE MIXES	110	10
HOUSEHOLD USES PREPARED SALAD DRESSING HOUSEHOLD USES MY MIX SALAD DRESSING HOUSEHOLD USES MY ONNAISE/MAYO SALAD DRESSING IN JAR 99 NUMBER OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS 104 NUMBER OF JARS OF BERTIOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 102 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 103 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 104 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 105 HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS 106 107 USE DE MONTE CATSUP/RECTCHUP 108 USE STORE BHAND CATSUP/RECTCHUP 109 USE GREY POUPON MUSTARD 109 USE GREY POUPON MUSTARD 109 USE GREY POUPON MUSTARD 109 USE STORE BHAND SEASONING SAUCES 101 USE KERLT MUSTARD 100 101 102 103 104 105 105 105 105 105 105 105 105 105 105		HOUSEHOLD USES SALAD OR COOKING OIL	100	10
HOUSEHOLD USES DRY MIX SALAD DRESSING HOUSEHOLD USES MAYONNAISEMAYO SALAD DRESSING IN JAR 98 NUMBER OF JARS OF BARILLA SPAGHETTUPASTA SAUCE USED IN LAST 30 DAYS 104 NUMBER OF JARS OF BERTOLLISPAGHETTUPASTA SAUCE USED IN LAST 30 DAYS 105 HOUSEHOLD USES SPAGHETTUPASTA SAUCE IN JARS 102 HOUSEHOLD USES CATSUP/RETCHUP 105 USE DEL MONTE CATSUP/RETCHUP 105 USE DEL MONTE CATSUP/RETCHUP 106 USE STORE BRAND CATSUP/RETCHUP 107 USE STORE BRAND CATSUP/RETCHUP 108 USE STORE BRAND CATSUP/RETCHUP 109 USE GREY POUPON MUSTARD 100 USE GREY POUPON MUSTARD 107 USE GREY POUPON MUSTARD 107 USE GREY POUPON MUSTARD 108 USE HALD SES SUSSESSIONING SAUCES 109 USE LA COSTENA BBO/SEASONING SAUCES 101 USE LA COSTENA BBO/SEASONING SAUCES 105 USE LA COSTENA BBO/SEASONING SAUCES 105 USE LA COSTENA BBO/SEASONING SAUCES 106 USE MUSTARD 107 108 USE STORE BRAND WITTER SAUCES 107 109 USE HOUSEHOLD USES WITTER SAUCES 109 USE MUSTARD 100 101 101 102 103 104 105 105 105 105 105 105 105 105 105 105				10
HOUSEHOLD USES MAYONNAISE/MAYO SALAD DRESSING IN JAR  NUMBER OF JARS OF BERTIOLLISPAGHETTUPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE IN JARS  102  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE IN JARS  105  HOUSEHOLD USES SAFAGHETTUPASTA SAUCE IN JARS  106  107  USE DEL MONTE CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE KRAFT MUSTARD  USE KRAFT MUSTARD  USE KRAFT MUSTARD  USE KRAFT MUSTARD  USE HEINZ 57 BBO/SEASONING SAUCES  USE LOCOSTENA BBO/SEASONING SAUCES  USE LOCOSTENA BBO/SEASONING SAUCES  USE KELLOGGS EGGO PANCAKE/TABLE SYRUP  HOUSEHOLD USES DANCAKE AND TABLE SYRUP  USE HUNGRY JACK PANCAKE/TABLE SYRUP  HOUSEHOLD USES MANCAKE AND TABLE SYRUP  USE HUNGRY JACK PANCAKE/TABLE SYRUP  HOUSEHOLD USES SUPAR SUBSTITUTUES  USE STORE BRAND WHITE GRANULATED SUGAR  USE STORE BRAND WHITE GRANULATED SUGAR  USE STORE BRAND SUGAR SUBSTITUTUES  USE SUGAR SUBSTITUTES  USE SUFER BUSGAR SUBSTITUTES  USE SUFFINE LOW SUGAR SUBSTITUTES  USE SWEETN LOW S				96
NUMBER OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  NUMBER OF JARS OF BERTICILISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS  HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS  102  HOUSEHOLD USES CATSUP/RETCHUP  USE DEL MONTE CATSUP/RETCHUP  USE DEL MONTE CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE STORE BRAND CATSUP/RETCHUP  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE GREY POUPON MUSTARD  USE HEINZ 57 BBG/SEASONING SAUCES  USE LA COSTENA BBG/SEASONING SAUCES  USE NELLOGGS EGGO PANCARET/ABLE SYRUP  HOUSEHOLD USES BROWN AND TABLE SYRUP  HOUSEHOLD USES BROWN AND TABLE SYRUP  HOUSEHOLD USES WHITE GRANULATED SUGAR  USE ONMINO WHITE GRANULATED SUGAR  USE STORE BRAND SUGAR SUBSTITUTES  USE SUGAR SUBSTITUTES  USE SUSE STORE BRAND SUGAR SUBSTITUTES  USE SUSE STORE BRAND SUGAR SUBSTITUTES  USE SUSE SUGAR SUBSTITUTES  USE SUSE SUBSTITUTES  USE SWEETN LOW SUGAR SUBSTITUTES  USE SUBSTITUTES  USE SWEETN LOW SUGAR SUBSTITUTES  USE SWEETN LOW SUG				
NUMBER OF JARS OF BERTOLLISPAGHETTIPASTA SAUCE USED IN LAST 30 DAYS HOUSEHOLD USES SPAGHETTIPASTA SAUCE IN JARS HOUSEHOLD USES SPAGHETTIPASTA SAUCE IN JARS HOUSEHOLD USES SPAGHETTIPASTA SAUCE IN JARS USE DEL MONTE CATSUP/KETCHUP USE DEL MONTE CATSUP/KETCHUP USE HEINZ CATSUP/KETCHUP USE STORE BRAND CATSUP/KETCHUP USE STORE BRAND CATSUP/KETCHUP HOUSEHOLD USES MUSTARD USE SMEY POUPON MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD USE KRAFT MUSTARD USE KRAFT MUSTARD HOUSEHOLD USES BBQ AND SEASONING SAUCES 101 USE HEINZ 57 BBQ/SEASONING SAUCES 105 USE LA COSTENA BBQ/SEASONING SAUCES 105 USE KELLOGGS EGGO PANCAKE/TABLE SYRUP 107 HOUSEHOLD USES BBQ/SEASONING SAUCES 108 USE KELLOGGS EGGO PANCAKE/TABLE SYRUP 109 USE HUNGRY JACK PANCAKE/TABLE SYRUP 100 USE HUNGRY JACK PANCAKE/TABLE SYRUP 101 USE HONGRY JACK PANCAKE/TABLE SYRUP 104 HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE STORE BRAND SUGAS SUBSTITUTUES 105 USE STORE BRAND SUGAS SUBSTITUTUES 105 USE STORE BRAND SUGAS SUBSTITUTUES 105 USE SUGAR SUBSTITUTIES 105 USE SUFICE BRAND SUGAR SUBSTITUTIES 105 USE SUFICE BRAND SUGAR SUBSTITUTIES 105 USE SUFICE BRAND SUGAR SUBSTITUTIES 105 USE SUFICE SUGAR SUBSTITUTIES 106 USE SUFICE SUGAR SUBSTITUTIES 107 USE HOLD SUSS SEASONING/S/SPICES 108 USE SUFICE SUGAN SUBSTITUTIES 109 USE RICHES WHIPPEPD TOPPING (CREAN TYPE) 109 USE RICHES WHIPPEPD TOPPING (CREAN TYPE) 109 USE RICHES WHIPPEP TOPPING (CREAN TYPE) 109 USE SUSCESSONING/S/SPICES 105 USE STORE BRAND JAMS, JELLIES AND PRESERVES 105 USE STORE BRAND DAMS, JELLIES AND PRESERVES 106 USE KRAFT JAMS, JELLIES AND PRESERVES 107 UNMBER OF POUNDS OF FARKY MARGARINE USED IN LAST 7 DAYS 101 UNMBER OF POUNDS OF FARKY MARGARINE USED IN LAST 7 DAYS 101 UNMBER OF POUNDS OF FARKY MARGARINE USED IN LAST 7 DAYS 101 UNMBER OF OUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS 101 UNMBER OF OUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS 101 UNMBER OF OUNDS				
HOUSEHOLD USES SPACHETTUPASTA SAUCE IN JARS HOUSEHOLD USES CATSUP/KETCHUP USE DEL MONTE CATSUP/KETCHUP USE DEL MONTE CATSUP/KETCHUP USE HEINZ CATSUP/KETCHUP USE HEINZ CATSUP/KETCHUP USE STORE BRAND CATSUP/KETCHUP HOUSEHOLD USES MUSTARD USE FRENCHS MUSTARD USE FRENCHS MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD HOUSEHOLD USES BO AND SEASONING SAUCES USE KRAFT MUSTARD HOUSEHOLD USES BO AND SEASONING SAUCES USE HEINZ 57 BRO/SEASONING SAUCES USE LA COSTENA BRO/SEASONING SAUCES USE LA COSTENA BRO/SEASONING SAUCES USE LA COSTENA BRO/SEASONING SAUCES USE KELLOGGS EGGO PANCAKETABLE SYRUP HOUSEHOLD USES BAD AND TABLE SYRUP HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE SOMMOW WHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR USE STORE BRAND SUGAR SUBSTITUTES USE SUSCED SUGAR SUBSTITUTES USE MUSTASWEET				10
HOUSEHOLD USES CATSUPKETCHUP  USE DEL MONTE CATSUPKETCHUP  USE BIOL MONTE CATSUPKETCHUP  USE STORE BRAND CATSUPKETCHUP  USE STORE BRAND CATSUPKETCHUP  USE STORE BRAND CATSUPKETCHUP  USE STORE BRAND CATSUPKETCHUP  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE GREY POUPON MUSTARD  USE KRAFT MUSTARD  HOUSEHOLD USES BBO AND SEASONING SAUCES  USE KRAFT MUSTARD  USE KRAFT MUSTARD  HOUSEHOLD USES BBO AND SEASONING SAUCES  USE HEINZ 57 BBO/SEASONING SAUCES  USE HEINZ 57 BBO/SEASONING SAUCES  USE KELLOGGS EGGO PANCAKETABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  HOUSEHOLD USES WHITE GRANULATED SUGAR  USE DOMINO WHITE GRANULATED SUGAR  USE STORE BRAND SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE SUGAR SUBSTITUTES  USE SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE SUGAR SUBSTITUT		NUMBER OF JARS OF BERTOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	90	95
USE DEL MONTE CATSUP/KETCHUP  USE HEINZ CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE GREY POUPON MUSTARD  105 107 76 6 10 10 10 10 10 10 10 10 10 10 10 10 10		HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS	102	10
USE HEINZ CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  HOUSEHOLD USES MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE KRAFT MUSTARD  USE KRAFT MUSTARD  HOUSEHOLD USES BBQ AND SEASONING SAUCES  USE LEINZ 57 BBQ/SEASONING SAUCES  USE HEINZ 57 BBQ/SEASONING SAUCES  USE KELLOGGS EGGO PANCAKETABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  HOUSEHOLD USES WHITTE GRANULATED SUGAR  USE DOMINO WHITE GRANULATED SUGAR  USE STORE BRAND WHITE GRANULATED SUGAR  HOUSEHOLD USES SUGAR SUBSTITUTIES  USE STORE BRAND SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE SUGAR SUBSTITUTES  USE SWEETA LOW SUG		HOUSEHOLD USES CATSUP/KETCHUP	100	10
USE HEINZ CATSUP/KETCHUP  USE STORE BRAND CATSUP/KETCHUP  HOUSEHOLD USES MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE FRENCHS MUSTARD  USE KRAFT MUSTARD  USE KRAFT MUSTARD  HOUSEHOLD USES BBQ AND SEASONING SAUCES  USE LEGY POUPON MUSTARD  USE HEINZ 57 BBQ/SEASONING SAUCES  USE HEINZ 57 BBQ/SEASONING SAUCES  USE LEGY ST BBQ AND SEASONING SAUCES  USE KELLOGGS EGGO PANCAKETABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  HOUSEHOLD USES WHITE GRANULATED SUGAR  USE DOMINO WHITE GRANULATED SUGAR  USE STORE BRAND WHITE GRANULATED SUGAR  HOUSEHOLD USES SUGAR SUBSTITUTIES  USE STORE BRAND SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE STORE BRAND SUGAR SUBSTITUTES  USE SUGAR SUGAR SUBSTITUTES  USE SUGAR SUGAR SUBSTITUTES  USE SWEETA LOW SUGAR SU		USE DEL MONTE CATSUP/KETCHUP	113	10
USE STORE BRAND CATSUP/KETCHUP HOUSEHOLD USES MUSTARD USE FRENCHS MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD USE KRAFT MUSTARD HOUSEHOLD USES BBQ AND SEASONING SAUCES USE LA COSTENA BBQ/SEASONING SAUCES USE KELLOGGS EGGO PANCAKETABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP USE HUNGRY JACK PANCAKETABLE SYRUP USE HONGRY JACK PANCAKETABLE SYRUP USE SOMEN WHITE GRANULATED SUGAR USE SOME SWHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR USE STORE BRAND SUGAR SUBSTITUTES USE SUBSTITUTES USE SUBSTITUTES USE SUBSTITUTES USE SUFFER SUGAR SUBSTITUTES USE SUBSTITUTES USE SUFFER SUGAR SUGAR SUBSTITUTES USE SUFFER SUGAR SUGAR SUBSTITUTES USE SUFFER SUGAR S				10
HOUSEHOLD USES MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD USE GREY POUPON MUSTARD USE KRAFT MUSTARD USE KRAFT MUSTARD HOUSEHOLD USES BBQ AND SEASONING SAUCES USE HEINZ 57 BBQ/SEASONING SAUCES USE HEINZ 57 BBQ/SEASONING SAUCES USE HEINZ 57 BBQ/SEASONING SAUCES USE LA COSTENA BBQ/SEASONING SAUCES USE KELLOGGS EGGO PANCAKE/TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR HOUSEHOLD USES SUGAR SUBSTITUTES USE STORE BRAND SUGAR SUBSTITUTES USE STORE BRAND SUGAR SUBSTITUTES USE SOWETH LOW SUGAR SUBSTITUTES USE SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE SUFFICE SUGAR SUBSTITUTES USE SICH WIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE SICHS WHIPPED TOPPING (SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE SUGYA SEASONINGS/SPICES USE SUGYA SEASONINGS/SPICES USE SOME SEASONINGS/SPICES				93
USE FRENCHS MUSTARD USE GREY POUPON MUSTARD USE KRAFT MUSTARD USE KRAFT MUSTARD HOUSEHOLD USES BBG AND SEASONING SAUCES 115 USE HEINZ 57 BBG/SEASONING SAUCES 115 USE LA COSTENA BBG/SEASONING SAUCES 116 USE LOUSE SEGGO PANCAKE AND TABLE SYRUP 117 HOUSEHOLD USES PANCAKE AND TABLE SYRUP 117 USE HUNGRY JACK PANCAKETABLE SYRUP 119 USE HUNGRY JACK PANCAKETABLE SYRUP 110 USE DOMINO WHITE GRANULATED SUGAR 110 USE SOME BARADO WHIST GRANULATED SUGAR 110 USE STORE BRAND SUGAR SUBSTITUTES 115 USE STORE BRAND SUGAR SUBSTITUTES 115 USE SOME BRAND SUGAR SUBSTITUTES 115 USE SWEETN LOW SUGAR SUBSTITUTES 115 USE SWEETN LOW SUGAR SUBSTITUTES 116 USE SWEETN LOW SUGAR SUBSTITUTES 117 USE SWEETN LOW SUGAR SUBSTITUTES 118 USE SWEETN LOW SUGAR SUBSTITUTES 119 USE RICHS WHIPPED TOPPING (CREAM TYPE) 119 USE RICHS WHIPPED TOPPING (CREAM TYPE) 110 USE RICHS WHIPPED TOPPING (CREAM TYPE) 110 USE MCCORMICK SEASONINGS/SPICES 111 USE MCCORMICK SEASONINGS/SPICES 112 USE MCCORMICK SEASONINGS/SPICES 115 USE SOME BRAND JAMS, JELLIES AND PRESERVES 115 USE STORE BRAND JAMS, JELLIES AND PRESERVES 116 USE KRAFT JAMS, JELLIES AND PRESERVES 117 USE SMUCKERS JAMS, JELLIES AND PRESERVES 118 USE STORE BRAND, JAMS, JELLIES AND PRESERVES 119 USE SMUCKERS JAMS, JELLIES AND PRESERVES 110 USE WELCHS JAMS, JELLIES AND PRESERVES 111 USE SMUCKERS JAMS, JELLIES AND PRESERVES 115 USE SMUCKERS JAMS, JELLIES AND PRESERVES 116 USE WELCHS JAMS, JELLIES AND PRESERVES 117 USE SMUCKERS JAMS, JELLIES AND PRESERVES 118 USE SWICKERS JAMS, JELLIES AND PRESERVES 119 USE SMUCKERS JAMS, JELLIES AND PRESERVES 110 USE WELCHS JAMS, JELLIES AND PRESERVES 111 USE SMUCKERS JAMS, JELLIES AND PRESERVES 111 USE SWICKERS JAMS, JELLIES AND PRESERVES 111 USE SWIC				
USE GREY POUPON MUSTARD  USE KRAFT MUSTARD  HOUSEHOLD USES BBQ AND SEASONING SAUCES  101 11  USE HEINZ 57 BBQ/SEASONING SAUCES  105 12  USE LA COSTEMA BBG/SEASONING SAUCES  105 12  USE LA COSTEMA BBG/SEASONING SAUCES  105 12  USE KELLOGGS EGGO PANCAKE/TABLE SYRUP  HOUSEHOLD USES PANCAKE AND TABLE SYRUP  106 11  USE HUNGRY JACK PANCAKE/TABLE SYRUP  107 14  HOUSEHOLD USES WHITE GRANULATED SUGAR  108 109 11  USE DOMINO WHITE GRANULATED SUGAR  109 15  USE STORE BRAND WHITE GRANULATED SUGAR  109 15  USE STORE BRAND SUBSTITUTES  105 16  USE STORE BRAND SUGAR SUBSTITUTES  105 20  USE SUGAR SUBSTITUTES  105 20  USE WEETN LOW SUGAR SUBSTITUTES  105 20  USE NUTTRASWEET SUGAR SUBSTITUTES  105 30  USE RICHAS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE LAWRYS SEASONINGS/SPICES  105 15  USE LAWRYS SEASONINGS/SPICES  105 15  USE STORE BRAND JAMS, JELLIES AND PRESERVES  105 15  USE STORE BRAND JAMS, JELLIES AND PRESERVES  105 15  USE SMOKKERS JAMS, JELLIES AND PRESERVES  105 15  USE SMOKKERS JAMS, JELLIES AND PRESERVES  106 15  USE SMOKKERS JAMS, JELLIES AND PRESERVES  107 15  USE SMUCKERS JAMS, JELLIES AND PRESERVES  108 15  USE SMUCKERS JAMS, JELLIES AND PRESERVES  109 15  USE SMUCKERS JAMS, JELLIES AND PRESERVES  109 15  USE SMUCKERS JAMS, JELLIES AND PRESERVES  100 15  USE SMUCKERS JAMS, JELLIES AND PRESERVES  101 11  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF STORE BR				10
USE KRAFT MUSTARD HOUSEHOLD USES BBQ AND SEASONING SAUCES 1155 1156 USE HEINZ 57 BBG/SEASONING SAUCES 1156 1157 USE LA COSTENA BBG/SEASONING SAUCES 1158 1158 1158 1158 1158 1158 1158 115				
HOUSEHOLD USES BBO AND SEASONING SAUCES  USE HEINZ 57 BBO/SEASONING SAUCES  USE KELLOGGS EGGO PANCAKE/TABLE SYRUP  HOUSEHOLD USES PANCAKE/TABLE SYRUP  101 11 12 13 14 14 14 14 15 14 15 15 15 15 15 15 15 15 16 16 16 16 16 16 16 16 16 16 16 16 16				82
USE HEINZ 57 BBO/SEASONING SAUCES USE LA COSTENA BBO/SEASONING SAUCES USE KELLOGGS EGGO PANCAKE/TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP 105 HUNGRY JACK PANCAKE/TABLE SYRUP 106 HUNGRY JACK PANCAKE/TABLE SYRUP 107 HOUSEHOLD USES PANCAKE AND TABLE SYRUP 108 HUNGRY JACK PANCAKE/TABLE SYRUP 109 HOUSEHOLD USES WHITE GRANULATED SUGAR 100 11 USE DOMINO WHITE GRANULATED SUGAR 101 USE STORE BRAND WHITE GRANULATED SUGAR 102 HOUSEHOLD USES SUGAR SUBSTITUTES 103 USE STORE BRAND SUGAR SUBSTITUTES 104 USE STORE BRAND SUGAR SUBSTITUTES 105 USE SUGAR SUBSTITUTES 105 USE SUGAR SUBSTITUTES 106 USE SUGAR SUBSTITUTES 107 USE SUGAR SUBSTITUTES 108 WEETH LOW SUGAR SUBSTITUTES 109 WITH SUGAR SUBSTITU			140	13
USE LA COSTENA BBO/SEASONING SAUCES USE KELLOGGS EGGO PANCAKE/TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP USE HUNGRY JACK PANCAKEAND TABLE SYRUP USE HUNGRY JACK PANCAKEATABLE SYRUP HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE STORE BRAND SUGAR SUBSTITUTUSES USE SOWLE STORE BRAND SUGAR SUBSTITUTES USE SOWLE STORE BRAND SUGAR SUBSTITUTES USE SUBSTITUTES USE SWEETH LOW SUGAR SUBSTITUTES USE SWEETH LOW SUGAR SUBSTITUTES USE SWEETH LOW SUGAR SUBSTITUTES USE SUBSTITUTE		HOUSEHOLD USES BBQ AND SEASONING SAUCES	101	10
USE KELLOGGS EGGO PANCAKETTABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP 101 USE HUNGRY JACK PANCAKETABLE SYRUP 114 HOUSEHOLD USES WHITE GRANULATED SUGAR 105 USE DOMINO WHITE GRANULATED SUGAR 106 USE STORE BRAND WHITE GRANULATED SUGAR 107 USE STORE BRAND WHITE GRANULATED SUGAR 108 HOUSEHOLD USES SUGAR SUBSTITUTUES 109 USE STORE BRAND SUGAR SUBSTITUTES 109 USE STORE BRAND SUGAR SUBSTITUTES 109 USE SWEETN LOW SUGAR SUBSTITUTES 109 USE NUTRASWEET SUGAR SUBSTITUTES 109 USE NUTRASWEET SUGAR SUBSTITUTES 112 USE SWEETN LOW SUGAR SUBSTITUTES 112 HOUSEHOLD CATS WHIPPED TOPPING (CREAM TYPE) 113 USE RICHS WHIPPED TOPPING (CREAM TYPE) 114 USE MCCORMICK SEASONINGS/SPICES 115 USE GOYA SEASONINGS/SPICES 116 USE LAWRYS SEASONINGS/SPICES 117 USE SYSTORE BRAND JAMS, JELLIES AND PRESERVES 118 USE SYORE BRAND JAMS, JELLIES AND PRESERVES 119 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 110 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 111 USE SWICKERS JAMS, JELLIES AND PRESERVES 112 USE SWICKERS JAMS, JELLIES AND PRESERVES 113 USE SWICKERS JAMS, JELLIES AND PRESERVES 114 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 115 USE SWICKERS JAMS, JELLIES AND PRESERVES 116 USE WELCHS JAMS, JELLIES AND PRESERVES 117 USE KRAFT JAMS, JELLIES AND PRESERVES 118 USE SWICKERS JAMS, JELLIES AND PRESERVES 119 USE SWICKERS JAMS, JELLIES AND PRESERVES 110 USE WELCHS JAMS, JELLIES AND PRESERVES 111 USE STORE BRAND JAMS, JELLIES AND PRESERVES 112 USE SWICKERS JAMS, JELLIES AND PRESERVES 113 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 90 DAYS 110 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 90 DAYS 110 UNMBER OF BOTTLES OF BERTOLL SALAD OIL USED IN LAST 90 DAYS 110 UNMBER OF BOTTLES OF BERTOLL SALAD OIL USED IN LAST 90 DAY		USE HEINZ 57 BBQ/SEASONING SAUCES	135	13
USE KELLOGGS EGGO PANCAKE/TABLE SYRUP HOUSEHOLD USES PANCAKE AND TABLE SYRUP 101 USE HUNGRY JACK PANCAKE/TABLE SYRUP 114 HOUSEHOLD USES WHITE GRANULATED SUGAR 100 USE DOMINO WHITE GRANULATED SUGAR 130 USE STORE BRAND WHITE GRANULATED SUGAR 131 USE STORE BRAND WHITE GRANULATED SUGAR 132 USE STORE BRAND WHITE GRANULATED SUGAR 133 USE STORE BRAND SUGAR SUBSTITUTES 134 USE STORE BRAND SUGAR SUBSTITUTES 135 USE EQUAL SUGAR SUBSTITUTES 136 USE SWEETN LOW SUGAR SUBSTITUTES 137 USE SWEETN LOW SUGAR SUBSTITUTES 138 USE SWEETN LOW SUGAR SUBSTITUTES 148 HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE) 159 USE RICHS WHIPPED TOPPING (CREAM TYPE) 160 USE RICHS WHIPPED TOPPING (CREAM TYPE) 170 USE RICHS WHIPPED TOPPING (CREAM TYPE) 171 USE SCOORMINGS/SPICES 172 USE MCCORMICK SEASONINGS/SPICES 173 USE LAWRYS SEASONINGS/SPICES 174 USE GOYA SEASONINGS/SPICES 175 USE GOYA SEASONINGS/SPICES 176 USE GOYA SEASONINGS/SPICES 177 USE KRAFT JAMS, JELLIES AND PRESERVES 178 USE KRAFT JAMS, JELLIES AND PRESERVES 179 USE WELCHS JAMS, JELLIES AND PRESERVES 170 USE WELCHS JAMS, JELLIES AND PRESERVES 171 USE SMUCKERS JAMS, JELLIES AND PRESERVES 172 USE WELCHS JAMS, JELLIES AND PRESERVES 173 USE WELCHS JAMS, JELLIES AND PRESERVES 174 USE WELCHS JAMS, JELLIES AND PRESERVES 175 USE WELCHS JAMS, JELLIES AND PRESERVES 176 USE WELCHS JAMS, JELLIES AND PRESERVES 177 USE WELCHS JAMS, JELLIES AND PRESERVES 178 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 119 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 UNMBER OF OUARTS OF BERTOLLI JALD OIL USED IN LAST 90 DAYS 153 UNMBER OF OUARTS OF BERTOLLI JALD OIL USED IN LAST 90 DAYS 154 UNMBER OF DOTTLES OF HEINZ PREPARED SALD DRESSINGS USED IN LAST 30 DAYS 155 UNMBER OF DOTTLES OF HEINZ PREPARED SALD DRESSINGS USED IN LAST 30 DAYS 156 UNMBER OF DOTTLES OF HEINZ PREPARED SALD DRESSINGS USED IN LAST 30 DAYS 157 UNMBER OF DOTTLES OF STORE BRAND PREPARED SALD DRESSINGS USED IN LAST 30 DAYS 158 UNMBER OF DOTTLES OF HEINZ PREPARED SALD		USE LA COSTENA BBQ/SEASONING SAUCES	78	72
HOUSEHOLD USES PANCAKE AND TABLE SYRUP USE HUNGRY JACK PANCAKE/TABLE SYRUP 1144 HOUSEHOLD USES WHITE GRANULATED SUGAR 105 USE DOMINO WHITE GRANULATED SUGAR 106 USE STORE BRAND WHITE GRANULATED SUGAR 107 USE STORE BRAND WHITE GRANULATED SUGAR 108 HOUSEHOLD USES SUGAR SUBSTITUTUS 109 USE STORE BRAND SUGAR SUBSTITUTES 109 USE SEQUAL SUGAR SUBSTITUTES 109 USE SWEETN LOW SUGAR SUBSTITUTES 109 USE SWEETN LOW SUGAR SUBSTITUTES 109 USE NUTRASWEET SUGAR SUBSTITUTES 109 USE NUTRASWEET SUGAR SUBSTITUTES 109 USE RICHS WHIPPED TOPPING (CREAM TYPE) 109 USE RICHS WHIPPED TOPPING (CREAM TYPE) 109 USE RICCHS WHIPPED TOPPING 109 HOUSEHOLD LATS WHIPPED TOPPING (CREAM TYPE) 109 USE MCCOMMICK SEASONINGS/SPICES 109 USE LAWRYS SEASONINGS/SPICES 109 USE LAWRYS SEASONINGS/SPICES 109 USE STORE BRAND JAMS, JELLIES AND PRESERVES 109 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 109 USE KRAFT JAMS, JELLIES AND PRESERVES 109 USE KRAFT JAMS, JELLIES AND PRESERVES 109 USE WELCHS JAMS,		LISE KELLOGGS EGGO PANCAKE/TABLE SYBLIP		16
USE HUNGRY JACK PANCAKETTABLE SYRUP HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR HOUSEHOLD USES SUGAR SUBSTITUTUES USE STORE BRAND SUGAR SUBSTITUTUES USE SYROTE BRAND SUGAR SUBSTITUTES USE SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE NEETN LOW SUGAR SUBSTITUTES USE NUSE NUTRASWEET SUGAR SUBSTITUTES USE NUSE INTRASWEET SUGAR SUBSTITUTES USE NUSE INTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUSE HIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE MCCORMICK SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE STORE BRAND JAMS, JELLIES AND PRESERVES USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES USE SMUCKERS JAMS, JELLIES AND PRESERVES USE WELCHS JAMS, JELLIES AND				
HOUSEHOLD USES WHITE GRANULATED SUGAR USE DOMINO WHITE GRANULATED SUGAR USE STORE BRAND WHITE GRANULATED SUGAR HOUSEHOLD USES SUGAR SUBSTITUTUES USE STORE BRAND SUGAR SUBSTITUTES USE STORE BRAND SUGAR SUBSTITUTES USE SUGAR SUBSTITUTES USE GUAL SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE RICHS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING (CREAM TYPE) USE MCCORMICK SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES USE STORE BRAND JAMS, JELLIES AND PRESERVES USE KRAFT JAMS, JELLIES AND PRESERVES USE KRAFT JAMS, JELLIES AND PRESERVES USE SMUCKERS JAMS, JELLIES AND PRESERVES				
USE DOMINO WHITE GRANULATED SUGAR  USE STORE BRAND WHITE GRANULATED SUGAR  HOUSEHOLD USES SUGAR SUBSTITUTUES  USE STORE BRAND SUGAR SUBSTITUTES  USE EQUAL SUGAR SUBSTITUTES  USE EQUAL SUGAR SUBSTITUTES  USE NUTRASWEET SUGAR SUBSTITUTES  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (DREAM TYPE)  USE MCCORMICK SEASONINGS/SPICES  USE MCCORMICK SEASONINGS/SPICES  USE MCOORMICK SEASONINGS/SPICES  USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE KNAFT JAMS, UELLIES AND PRESERVES  USE SMUCKERS JAMS, JELLIES AND PRESERVES  130  USE WELCHS JAMS, JELLIES AND PRESERVES  131  USE WELCHS JAMS, JELLIES AND PRESERVES  132  USE SMUCKERS JAMS, JELLIES AND PRESERVES  133  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  141  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  141  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  141  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 30 DAYS  NUMBER OF GUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST: 102				
USE STORE BRAND WHITE GRANULATED SUGAR HOUSEHOLD USES SUGAR SUBSTITUTUES 97 USE STORE BRAND SUGAR SUBSTITUTES 95 USE EQUAL SUGAR SUBSTITUTES 132 USE SWEETN LOW SUGAR SUBSTITUTES 132 USE NUTRASWEET SUGAR SUBSTITUTES 134 HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE) 93 USE RICHS WHIPPED TOPPING (CREAM TYPE) 93 USE RICHS WHIPPED TOPPING (CREAM TYPE) 94 USE RICHS WHIPPED TOPPING (CREAM TYPE) 95 USE RICHS WHIPPED TOPPING (CREAM TYPE) 96 USE RICHS WHIPPED TOPPING (CREAM TYPE) 97 USE RICHS WHIPPED TOPPING (CREAM TYPE) 98 USE RICHS WHIPPED TOPPING (CREAM TYPE) 99 100 110 110 110 110 110 110 110 110				10
HOUSEHOLD USES SUGAR SUBSTITUTUES  USE STORE BRAND SUGAR SUBSTITUTES  USE EQUAL SUGAR SUBSTITUTES  USE SWEETN LOW SUGAR SUBSTITUTES  USE NUTRASWEET SUGAR SUBSTITUTES  USE NUTRASWEET SUGAR SUBSTITUTES  USE NUTRASWEET SUGAR SUBSTITUTES  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING  HOUSEHOLD USES SEASONINGS/SPICES  USE MCCORMICK SEASONINGS/SPICES  USE LAWRYS SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE SMUCKERS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  161 1  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  162 1  163 1  164 1  165 1  166 1  167 1  168 1  169 1  169 1  160 1  1			130	12
USE STORE BRAND SUGAR SUBSTITUTES USE EQUAL SUGAR SUBSTITUTES USE SWEETN LOW SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES 128 HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE) 93 USE RICHS WHIPPED TOPPING 109 11 HOUSEHOLD USES SEASONINGS/SPICES 102 11 USE MCCORMICK SEASONINGS/SPICES 104 USE LAWRYS SEASONINGS/SPICES 105 USE LAWRYS SEASONINGS/SPICES 105 USE STORE BRAND JAMS, JELLIES AND PRESERVES 104 USE STORE BRAND JAMS, JELLIES AND PRESERVES 105 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 105 USE KRAFT JAMS, JELLIES AND PRESERVES 105 USE WELCHS JAMS, JELLIES AND PRESERVES 105 USE WELCHS JAMS, JELLIES AND PRESERVES 105 USE WELCHS JAMS, JELLIES AND PRESERVES 106 USE WELCHS JAMS, JELLIES AND PRESERVES 107 USE WELCHS JAMS, JELLIES AND PRESERVES 108 USE WORD AND PRESERVES 109 USE WELCHS JAMS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 NUMBER OF POUNDS OF FARKAY MARGARINE USED IN LAST 7 DAYS 111 NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS 111 NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS 111 NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS 110 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 111 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 112 113 114 115 115 115 115 116 117 117 117 118 119 119 119 119 119 119 119 119 119		USE STORE BRAND WHITE GRANULATED SUGAR	95	94
USE EQUAL SUGAR SUBSTITUTES  USE SWEETN LOW SUGAR SUBSTITUTES  USE NUTRASWEET SUGAR SUBSTITUTES  HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING (CREAM TYPE)  USE RICHS WHIPPED TOPPING  HOUSEHOLD USES SEASONINGS/SPICES  USE MCCORMICK SEASONINGS/SPICES  USE LAWRYS SEASONINGS/SPICES  USE LAWRYS SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  USE SMUCKERS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 310 DAYS  161  162		HOUSEHOLD USES SUGAR SUBSTITUTUES	97	97
USE SWEETN LOW SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES 128 118 140USEHOLD EATS WHIPPED TOPPING (CREAM TYPE) 151 152 153 154 165 165 165 165 165 165 165 165 165 165		USE STORE BRAND SUGAR SUBSTITUTES	95	93
USE SWEETN LOW SUGAR SUBSTITUTES USE NUTRASWEET SUGAR SUBSTITUTES 128 118 140USEHOLD EATS WHIPPED TOPPING (CREAM TYPE) 151 152 153 154 165 165 165 165 165 165 165 165 165 165		USE EQUAL SUGAR SUBSTITUTES	132	12
USE NUTRASWEET SUGAR SUBSTITUTES HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING USE RICHS WHIPPED TOPPING HOUSEHOLD USES SEASONINGS/SPICES USE MCCORMICK SEASONINGS/SPICES USE MCCORMICK SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES 1132 USE GOYA SEASONINGS/SPICES 1141 USE STORE BRAND JAMS, JELLIES AND PRESERVES 1141 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 1154 USE KRAFT JAMS, JELLIES AND PRESERVES 1165 USE WELCHS JAMS, JELLIES AND PRESERVES 1176 USE WELCHS JAMS, JELLIES AND PRESERVES 1180 USE WELCHS JAMS, JELLIES AND PRESERVES 1190 USE WELCHS JAMS, JELLIES AND PRESERVES 1190 USE WELCHS JAMS, JELLIES AND PRESERVES 1190 USE WELCHS JAMS, JELLIES AND PRESERVES 1191 USE WELCHS JAMS, JELLIES AND PRESERVES 1192 USE WELCHS JAMS, JELLIES AND PRESERVES 1194 USE WELCHS JAMS, JELLIES AND PRESERVES 1195 USE WELCHS JAMS, JELLIES AND PRESERVES 1196 USE WELCHS JAMS, JELLIES AND PRESERVES 1197 USE WELCHS JAMS, JELLIES AND PRESERVES 1198 USE WELCHS JAMS, JELLIES AND PRESERVES 1199 USE WELCHS JAMS, JELLIES AND PRESERVES 1190 USE WELCHS JAMS, JELLIES AND PRESERVES 1110 USE WELCHS JAMS, JELLIES AND PRESERVES 1111 USE STORE WELCHS JAMS, JELLIES AND PRESERVES 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 7 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 7 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 7 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN LAST 90 DAYS 1111 USE WELCHS JAMS, JELLIES WELD IN				96
HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE) USE RICHS WHIPPED TOPPING HOUSEHOLD USES SEASONINGS/SPICES USE MCCORMICK SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES USE GOYA SEASONINGS/SPICES USE STORE BRAND JAMS, JELLIES AND PRESERVES USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES USE KRAFT JAMS, JELLIES AND PRESERVES USE KRAFT JAMS, JELLIES AND PRESERVES USE WELCHS JAMS, JELLIES JAMS JELLIES JA				
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HOUSEHOLD USES SEASONINGS/SPICES  USE MCCORMICK SEASONINGS/SPICES  USE LAWRYS SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  132  USE STORE BRAND JAMS, JELLIES AND PRESERVES  104  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  177  USE KRAFT JAMS, JELLIES AND PRESERVES  123  USE SMUCKERS JAMS, JELLIES AND PRESERVES  124  USE WELCHS JAMS, JELLIES AND PRESERVES  135  USE WELCHS JAMS, JELLIES AND PRESERVES  136  USE WELCHS JAMS, JELLIES AND PRESERVES  137  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF FARKAY MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS  133  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  133  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  136  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  161  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  163  164  165  166  176  177  188  189  189  189  189  189  189				
USE MCCORMICK SEASONINGS/SPICES USE LAWRYS SEASONINGS/SPICES 132 USE GOYA SEASONINGS/SPICES 141 USE STORE BRAND JAMS, JELLIES AND PRESERVES 104 USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES 177 USE KRAFT JAMS, JELLIES AND PRESERVES 123 USE SMUCKERS JAMS, JELLIES AND PRESERVES 144 USE SMUCKERS JAMS, JELLIES AND PRESERVES 155 USE WELCHS JAMS, JELLIES AND PRESERVES 156 USE WELCHS JAMS, JELLIES AND PRESERVES 157 NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS 157 NUMBER OF POUNDS OF FARKAY MARGARINE USED IN LAST 7 DAYS 158 NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS 159 NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS 150 NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS 151 NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS 153 NUMBER OF GUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS 151 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 151 NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 151 NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 151 NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 151 NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS 152 153 154 155 155 156 157 157 157 157 157 157 157 157 157 157				
USE LAWRYS SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  USE GOYA SEASONINGS/SPICES  141  USE STORE BRAND JAMS, JELLIES AND PRESERVES  104  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  123  USE SMUCKERS JAMS, JELLIES AND PRESERVES  124  USE WELCHS JAMS, JELLIES AND PRESERVES  125  USE WELCHS JAMS, JELLIES AND PRESERVES  130  130  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS  131  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  NUMBER OF GUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  161  162				10
USE GOYA SEASONINGS/SPICES  USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  123  USE SMUCKERS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  94  USE WELCHS JAMS, JELLIES AND PRESERVES  130  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  141  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 7 DAYS  153  NUMBER OF QUARTS OF GOYA SALAD OIL USED IN LAST 90 DAYS  154  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  155  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  156  NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  157  158  NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  159  150  151  152  153  154  155  156  157  158  159  159  159  159  150  150  150  150		USE MCCORMICK SEASONINGS/SPICES	91	93
USE STORE BRAND JAMS, JELLIES AND PRESERVES  USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  USE SMUCKERS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  130  NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  131  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  161  NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  111  NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  153  NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  163  NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  164  NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  165  166  17		USE LAWRYS SEASONINGS/SPICES	132	12
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USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES  USE KRAFT JAMS, JELLIES AND PRESERVES  USE SMUCKERS JAMS, JELLIES AND PRESERVES  USE WELCHS JAMS, JELLIES AND PRESERVES  ISO  USE WELCHS JAMS, JELLIES AND PRESERVES  ISO  INUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  ISO  INUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS  ISO  INUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS  ISO  INUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS  INUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS  INUMBER OF QUARTS OF GOYA SALAD OIL USED IN LAST 90 DAYS  INUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS  INUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES DREAD TREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES DREAD TREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES DREAD TREPARED SALAD DRESSINGS USED IN LAST 30 DAYS  INUMBER OF BOTTLES DR		USE STORE BRAND JAMS. JELLIES AND PRESERVES		10
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NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAST: 102				13:
				15
NUMBER OF JARS OF DEL MONTE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS 144 1				10
		NUMBER OF JARS OF DEL MONTE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	144	14



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



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) US	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 CHEES!	108	107
	NUMBER OF POUNDS OF KRAFT VELVEETA AMERICAN PASTURIZED PROCESSED CHEE:	114	111
	NUMBER OF POUNDS OF DIGIORNO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED I	102	104
	NUMBER OF POUNDS OF BORDEN NATURAL/IMPORTED CHEESE (NON-PROCESSED) US	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 GOLD OF MEND OF MEDDE	104	103
	NUMBER OF POUNDS OF BOARS HEAD AMERICAN PASTURIZED PROCESSED CHEESE U	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		
	USE SILK SOY NON-DAIRY CREAM SUBSTITUTES	142	135
		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	114	109
	NUMBER OF POUNDS OF BORDEN AMERICAN PASTURIZED PROCESSED CHEESE USED	132	125
	NUMBER OF POUNDS OF KRAFT DELI DELUXE AMERICAN PASTURIZED PROCESSED CH	149	141
	NUMBER OF POUNDS OF LAND OLAKES AMERICAN PASTURIZED PROCESSED CHEESE U	116	116
	NUMBER OF POUNDS OF STORE BRAND AMERICAN PASTURIZED PROCESSED CHEESE	98	98
	NUMBER OF POUNDS OF KRAFT GRATED GRATED CHEESE (IN SHAKER, CAN OR JAR) U	98	99
	NUMBER OF POUNDS OF KRAFT SHREDDED CHEESE (IN SHAKER, CAN OR JAR) USED IN	117	116
	NUMBER OF POUNDS OF SARGENTO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED	107	106
	NUMBER OF POUNDS OF STORE BRAND NATURAL/IMPORTED CHEESE (NON-PROCESSE	83	86
	NUMBER OF POUNDS OF CRACKER BARREL NATURAL/IMPORTED CHEESE (NON-PROCE	93	94
	NUMBER OF POUNDS OF KRAFT NATURAL/IMPORTED CHEESE (NON-PROCESSED) USE	107	107
	NUMBER OF POUNDS OF BOARS HEAD NATURAL/IMPORTED CHEESE (NON-PROCESSED	98	104
	NUMBER OF POUNDS OF FRIGO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USE	88	96
	NUMBER OF POUNDS OF EL MEXICANO NATURAL/IMPORTED CHEESE (NON-PROCESSEI	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) USE YOPLAIT YOGURT	105	107
		90	93



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
OOD - 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 ATE GREEN GIANT COMPLETE SKILLET FROZEN MAIN COURSES (CASSEROLS/ENTREES	108 162	106 152
	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 USE HEALTHY CHOICE FROZEN NOVELTY TREATS	101 137	107 140
	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 USE OTHER NESTLE FROZEN NOVELTY TREATS	156	145
	USE WELCHS FRUIT JUICE BARS FROZEN NOVELTY TREATS	143 163	136 156
	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  NUMBER OF PACKAGES OF HOT POCKETS FROZEN HOT SNACKS EATEN IN LAST 30 DA'	111	111
	NUMBER OF PACKAGES OF TYSON FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	126 130	123 124
	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 USE BUTTERBALL FROZEN FRIED CHICKEN	125 214	126
	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 BREASKFAST ENTREES/SANDWICHES	133	129
	USE AUNT JEMIMA FROZEN BREAKFAST ENTREES/SANDWICHES	205	188
	USE JIMMY DEAN FROZEN BREASKFAST ENTREES/SANDWICHES	147	141
	USE OWENS FROZEN BREASKFAST ENTREES/SANDWICHES USE WEIGHT WATCHERS SMART ONES FROZEN BREASKFAST ENTREES/SANDWICHES	160 175	139 171
	USE BOB EVANS SANDWICHES AND BURRITOS BREASKFAST FROZEN ENTREES/SANDW	175	156
	USE RED BARON FROZEN BREASKFAST ENTREES/SANDWICHES	193	171
	HOUSEHOLD USES PROZEN PIES/CAKES/PASTRIES	118	115
	USE MARIE CALLENDERS FROZEN PIES/CAKES/PASTRIES	124	12
	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 [	133	124
	USE HEALTY 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 USE WEIGHT WATCHERS SMART ONES FROZEN COMPLETE DINNERS (TV DINNERS) MO	112 92	112 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 LAS	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) USE DREYERS FROZEN YOGURT (BOUGHT FROZEN)	162 100	160
			107



ATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Min Drive Ti
OOD - GENERAL	USE KNORR SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	125	114
	EAT LIPTON RICE/RICE DISHES USE STORE BRAND COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	100 106	99 102
	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 USE SMUCKERS PEANUT BUTTER	116 111	114 109
	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 I USE NABISCO CREAM OF WHEAT REGULAR BREAKFAST HOT CEREALS MOST IN LAST 7	132 119	124
	HOUSEHOLD USES BREAKFAST PASTRIES	115	120 110
	EAT SARA LEE BREAD	114	112
	EAT STORE BRAND BREAD	98	97
	HOUSEHOLD EATS BAGELS	96	98
	EAT LENDERS BAGELS	108	10
	EAT SARA LEE GRAINS BAGELS	121	12
	EAT THAOMAS BAGELS	117	11
	EAT STORE BRAND BAGELS	84	87
	EAT EARTH GRAINS BAGELS	132	13
	HOUSEHOLD EATS CROISSANTS	120	119
	USE SARA LEE CROISSANTS	196	18
	USE PEPPERIDGE FARM PETIT ALL BUTTER CROISSANTS	193	18
	USE PILLSBURY CROISSANTS	156	152
	HOUSEHOLD USES ENGLISH MUFFINS	91	93
	USE EARTH GRAINS ENGLISH MUFFINS USE PEPPERIDGE FARM ENGLISH MUFFINS	91	97
	USE STORE BRAND ENGLISH MUFFINS	158 92	15
	HOUSEHOLD USES PACKAGED MUFFINS (READY-TO-EAT)	110	10
	USE SARA LEE PACKAGED MUFFINS (READY-TO-EAT)	168	16
	USE STORE BRAND PACKAGED MUFFINS (READY-TO-EAT)	107	10
	USE ENTENMANNS PACKAGED MUFFINS (READY-TO-EAT)	153	149
	HOUSEHOLD USES BREAD	100	10
	HOUSEHOLD EATS PEANUT BUTTER	101	10
	EAT STORE BRAND BREAKFAST PASTRIES	98	99
	EAT ENTENMANNS (REGULAR) BREAKFAST PASTRIES	138	13
	EAT HOSTESS BREAKFAST PASTRIES	153	14
	EAT LITTLE DEBBIE BREAKFAST PASTRIES	155	14
	EAT SARA LEE BREAKFAST PASTRIES	164	15
	HOUSEHOLD USES PACKAGED INSTANT POTATOES	111	10
	USE STORE BRAND PACKAGED INSTANT POTATOES USE BETTY CROCKER PACKAGED INSTANT POTATOES	102	99
	USE HUNGRY JACK PACKAGED INSTANT POTATOES	110 137	10 <sup>1</sup>
	USE BOB EVANS PACKAGED INSTANT POTATOES	141	13:
	USE SIMPLY POTATOES PACKAGED INSTANT POTATOES	167	15
	HOUSEHOLD EATS CANNED OR JARRED VEGETABLES	101	10
	USE DEL MONTE CANNED OR JARRED VEGETABLES	114	11
	USE GOYA CANNED OR JARRED VEGETABLES	97	94
	USE GREEN GIANT CANNED OR JARRED VEGETABLES	114	11
	USE STORE BRAND CANNED OR JARRED VEGETABLES	96	95
	USE CAMPBELLS SELECT SOUP CANNED OR JARRED SOUP/BROTH	117	12
	HOUSEHOLD USES PORK AND BEANS OR BAKED BEANS	107	10
	USED GOYA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	102	10
	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	13
	USE BETTY CROCKER BOWL APPETIT SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	137	12
	HOUSEHOLD USES PIZZA CRUST (PACKAGED READY MADE) USE BOBOLI PIZZA CRUST (PACKAGED READY MADE)	107	10
	USE DIGIORNO PIZZA CRUST (PACKAGED READY MADE)	87 123	93
	USE DIGIORNO PIZZA CRUST (PACKAGED READY MADE)  USE PILLSBURY PIZZA CRUST (PACKAGED READY MADE)	123 130	11
	HOUSEHOLD EATS KNORR RICE MIXES RICE/RICE DISHES	100	12 <sup>-</sup>
	EAT NEAR EAST MIXES RICE/RICE DISHES	67	74
	LAT MEAN EAST WINES HIS PRIOR DISTILLS	01	14