

Consumer Propensity Report

Marketing and Merchandising Intelligence for Local Business

The Consumer Propensity Report (CPR) shows the lifestyle, product, and psychographic likelihood indices for the consumers within the trade area being analyzed. Major retail, restaurant, grocery, and consumer packaged goods firms use this very same information to drive marketing and merchandising decisions.

Each analyzed item is assigned a propensity index score with 100 being average. For example, if the consumers within a trade score a 120 for a given analysis item you know that those consumers are 20% more likely to participate in or purchase that item than the average American household. A propensity index score of 80 would indicate that those consumers would be 20% less likely than the average American household to participate in or purchase that item.

Information is provided for 32 major categories with over 4,800 total line items. Please note that line items are based upon national-level purchasing and lifestyle characteristics. These line items are then correlated to the underlying household characteristics of the consumers within the trade area being analyzed. Some line items may not be necessarily relevant or available currently in your market or region. The index score in these situations serves to indicate the degree to which the consumers would participate in or purchase that item if it were relevant and available. Often this is taken as an opportunity for expansion of a similar brand or concept within the category.

CPR Categories

Apparel	Food: Baking	Home Improvement
Automotive	Food: Condiments	Household Products
Beverages: Alcoholic	Food: Dairy	Lawn and Garden
Beverages: Non-alcoholic	Food: Frozen	Lifestyle Statements
Cable/TV/Radio	Food: General	Medicines/Drugs/Ailments
Cleaning Products	Food: Meat	Pets and Pet Food
Computer/Internet	Food: Snack/Dessert	Print Media
Dining	Health and Beauty	Shopping
Electronics	Hispanic: Spanish Media	Telecom
Entertainment/Leisure	Hispanic: Demographic	Tobacco
Financial Services	Home Furnishings/Appliances	

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6/22/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
APPAREL	SPEND \$150+ ON OTHER SHOES KID LESS THAN 1 YEAR	125	104
	USE DRYPERS BRAND DISP DIAPERS/TRAIN PANTS	166	160
	USE HUGGIES LITTLE SWIMMERS DISP DIAPERS/TRAIN PANTS	120	111
	USE HUGGIES PULL-UPS DISP DIAPERS/TRAIN PANTS	122	120
	USE HUGGIES ULTRA TRIM DISP DIAPERS/TRAIN PANTS	119	107
	USE STORE BRANDS DISP DIAPERS/TRAIN PANTS	104	110
	USE OTHER BRANDS DISP DIAPERS/TRAIN PANTS	101	94
	USE HUGGIES OVERNITES DISP DIAPERS/TRAIN PANTS	192	175
	USE HUGGIES SUPREME DISP DIAPERS/TRAIN PANTS	121	110
	USE PAMPERS BABY DRY DISP DIAPERS/TRAIN PANTS	120	109
	USE PAMPERS CRUISERS DISP DIAPERS/TRAIN PANTS	97	101
	USE LUVS ULTRA LEAK GUARDS DISP DIAPERS/TRAIN PANTS	120	106
	BOUGHT MENS JEANS WITHIN LAST 12 MONTHS	87	89
	BOUGHT MENS ATHLETIC SHOES WITHIN LAST 12 MONTHS	90	94
	BOUGHT MENS OVERCOAT/TOPCOAT WITHIN LAST 12 MONTHS	118	119
	BOUGHT MENS LEATHER JACKET WITHIN LAST 12 MONTHS	124	125
	BOUGHT MENS RAINCOAT OR ALL-WEATHER COAT WITHIN LAST 12 MONTHS	94	95
	BOUGHT MENS SPORT COAT OR BLAZER WITHIN LAST 12 MONTHS	82	89
	BOUGHT MENS SWEATER WITHIN LAST 12 MONTHS	87	91
	BOUGHT MENS NECKTIE WITHIN LAST 12 MONTHS	96	100
	BOUGHT MENS REGULAR OR DRESS SHIRT WITHIN LAST 12 MONTHS	84	89
	BOUGHT MENS SPORT SHIRT (ALL TYPES)WITHIN LAST 12 MONTHS	81	86
	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	88	90
	BOUGHT MENS T-SHIRT (OUTERWEAR) WITHIN LAST 12 MONTHS	88	91
	BOUGHT MENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN LAST 12 MONTHS	95	104
	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	82	82
	BOUGHT MENS SWIMSUIT WITHIN LAST 12 MONTHS	72	80
	BOUGHT MENS SUIT WITHIN LAST 12 MONTHS	109	115
	BOUGHT MENS SLACKS/PANTS (NOT JEANS) WITHIN LAST 12 MONTHS	82	88
	BOUGHT MENS OTHER SHOES WITHIN LAST 12 MONTHS	86	92
	BOUGHT MENS BOOTS (EXCLUDING WORK BOOTS) WITHIN LAST 12 MONTHS	104	103
	BOUGHT WOMENS JEANS WITHIN PAST 12 MONTHS	95	97
	BOUGHT WOMENS ATHLETIC SHOES WITHIN PAST 12 MONTHS	93	95
	BOUGHT WOMENS BOOTS (EXCLUDING WORK BOOTS) WITHIN PAST 12 MONTHS	113	111
	BOUGHT WOMENS SUIT WITHIN PAST 12 MONTHS	147	146
	BOUGHT WOMENS OTHER SHOES WITHIN PAST 12 MONTHS	94	96
	BOUGHT WOMENS OVERCOAT/JACKET WITHIN PAST 12 MONTHS	107	107
	BOUGHT WOMENS DRESS WITHIN PAST 12 MONTHS	110	110
	BOUGHT WOMENSSLACKS/PANTS (NOT JEANS) WITHIN PAST 12 MONTHS	93	95
	BOUGHT WOMENS SWEATS WITHIN PAST 12 MONTHS	102	102
	BOUGHT WOMENS FUR JACKET OR COAT (REAL) WITHIN PAST 12 MONTHS	180	170
	BOUGHT WOMENS BLAZER OR JACKET (SUIT TYPE) WITHIN PAST 12 MONTHS	111	113
	BOUGHT WOMENS RAINCOAT OR ALL-WEATHER COAT WITHIN PAST 12 MONTHS	101	101
	BOUGHT WOMENS LEATHER JACKET WITHIN PAST 12 MONTHS	159	155
	BOUGHT WOMENS HEAVY WEIGHT/SKI TYPE JACKET WITHIN PAST 12 MONTHS	80	81
	BOUGHT WOMENS SWIMSUIT WITHIN PAST 12 MONTHS	82	86
	BOUGHT WOMENS SKIRT WITHIN PAST 12 MONTHS	105	106
	BOUGHT WOMENS SWEATER WITHIN PAST 12 MONTHS	92	95
	BOUGHT WOMENS PURSE/HANDBAG WITHIN PAST 12 MONTHS	95	97
	BOUGHT WOMENS T-SHIRT WITHIN PAST 12 MONTHS	93	95
	BOUGHT WOMENS UTILITY/WORK CLOTHES/WORK BOOTS WITHIN PAST 12 MONTHS	122	115
	BOUGHT WOMENS BLOUSE/SHIRT WITHIN PAST 12 MONTHS	92	94
	BOUGHT WOMENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN PAST 12 MONTH	98	103
	BOUGHT WOMENS NIGHTWEAR (NIGHTGOWN/PAJAMAS) WITHIN PAST 12 MONTHS	100	101
	BOUGHT WOMENS OTHER LINGERIE WITHIN PAST 12 MONTHS	114	113
	BOUGHT JEANS WITHIN LAST 12 MONTHS	97	98
	BOUGHT SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	102	103
	BOUGHT JOGGING OR RUNNING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	88	95
	BOUGHT BASKETBALL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	166	158
	BOUGHT CASUAL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	105	105
	BOUGHT CROSS TRAINING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	83	91
	BOUGHT EXERCISE WALKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	95	94
	BOUGHT HIKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	89	91
	BOUGHT TENNIS SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	129	127
	BOUGHT NFL (NATIONAL FOOTBALL LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHING	88	90
	BOUGHT LICENSED COLLEGE/PROFESSIONAL SPORTS CLOTHING WITHIN LAST 12 MON	86	90
	BOUGHT NBA (NATIONAL BASKETBALL ASSOCIATION) TEAM LOGO LICENSED SPORTS C	164	153
	BOUGHT MLB (MAJOR LEAGUE BASEBALL) TEAM LOGO LICENSED SPORTS CLOTHING M	73	81
	BOUGHT MLS (MAJOR LEAGUE SOCCER) TEAM LOGO LICENSED SPORTS CLOTHING WI	76	77
	USE OTHER HUGGIES DISP DIAPERS/TRAIN PANTS	147	142
	BOUGHT NHL (NATIONAL HOCKEY LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHING	86	93
	BOUGHT COLLEGE LICENSED SPORTS TEAM LOGO CLOTHING WITHIN LAST 12 MONTHS	77	83
	BOUGHT OTHER TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	115	112
	BOUGHT PGA TOUR TEAM LOGO LICENSED SPORTSCLOTHING WITHIN LAST 12 MONTH	66	72
	BOUGHT AEROBIC SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	138	134
	USE PAMPERS EASY UPS DISP DIAPERS/TRAIN PANTS	155	149
	USE PAMPERS SWADDLERS DISP DIAPERS/TRAIN PANTS	103	100
	USE OTHER PAMPERS DISP DIAPERS/TRAIN PANTS	235	220
	USE PAMPERS FEEL N LEARN ADVANCE TRAINERS DIAPERS/TRAIN PANTS	207	182



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	USE PAMPERS FIRST STEPS DISP DIAPERS/TRAIN PANTS	264	255
	SPEND \$150+ ON SWEATS KID LESS THAN 1 YEAR	77	62
	BOUGHT CHILDRENS CLOTHING IN LAST 12 MONTHS	91	92
	BOUGHT CHILDRENS CLOTHING KID LESS THAN 1 YEAR	97	97
	BOUGHT CHILDRENS CLOTHING KID 1-5 YEARS	87	87
	BOUGHT CHILDRENS CLOTHING KID 6-11 YEARS	95	95
	SPEND \$150+ ON UNDERWEAR (EXC DIAPERS) LESS THAN 1 YEAR	91	81
	SPEND \$150+ ON SLEEPWEAR KID LESS THAN 1 YEAR	132	115
	SPEND \$150+ ON SUITS/DRESSES KID LESS THAN 1 YEAR	110	100
	SPEND \$150+ ON JEANS/DUNGAREES KID LESS THAN 1 YEAR	113	103
	SPEND \$150+ ON TOPS/SHIRTS LESS THAN 1 YEAR	103	97
	SPEND \$150+ ON OUTERWEAR KID LESS THAN 1 YEAR	97	95
	SPEND \$150+ ON ATHLETIC SHOES KID LESS THAN 1 YEAR	122	106
	USE DISP DIAPERS/TRAIN PANTS WITHIN LAST 6 MONTHS	97	100
	USE 13+ DIAPERS ON AVE DAY WITHIN LAST 6 MONTHS	118	112
	BOUGHT MENS NIGHTWEAR/PAJAMAS WITHIN LAST 12 MONTHS	98	99
	USE SOLE BRAND USER DISP DIAPERS/TRAIN PANTS	95	98
	USE PRIMARY BRAND USER DISP DIAPERS/TRAIN PANTS	96	99
	HUGGIES DISPOSABLE DIAPERS - BRAND SUMMARY	99	101
	PAMPERS DISPOSABLE DIAPERS - BRAND SUMMARY	102	104
	BOUGHT MENS APPAREL AND ACCESSORIES WITHIN LAST 12 MONTHS	90	91
	BOUGHT WOMENS APPAREL/ACCESSORIES WITHIN LAST 12 MONTHS	100	100
	BOUGHT WATCH FOR SELF OR S/E WITHIN PAST YEAR	106	106
	SPEND \$500+ ON WATCHES FOR SELF OR S/E	89	90
	BOUGHT NASCAR TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	79	78
	BOUGHT MENS SUNGLASSES (NON-PRESCRIPTIVE) WITHIN LAST 12 MONTHS	88	92
	BOUGHT WOMENS SUNGLASSES (NON-PRESCRIPTION) WITHIN PAST 12 MONTHS	99	101

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH A SAVINGS BANK/SANDL ASSC	84	80
	CURRENTLY HAVE MOTORCYCLE DRIVERS LICENSE	79	81
	SHOPPED AT CAR DEALERSHIPS FOR AUTOMOTIVE RETAIL WITHIN PAST 12 MONTHS	77	82
	OIL CHANGE AT CAR DEALERSHIPS WITHIN PAST 12 MONTHS	76	81
	OWN MOTORCYCLE	79	79
	RECENTLY ACQUIRED AN ENTRY LUXURY SUV	62	68
	RECENTLY ACQUIRED A PREMIUM LUXURY SUV	99	118
	RECENTLY ACQUIRED A LIGHT DUTY FULL SIZE PICKUP	66	70
	RECENTLY ACQUIRED A LUXURY SPORT CAR	87	106
	RECENTLY ACQUIRED A LUXURY SUV MODEL	70	79
	RECENTLY ACQUIRED A MIDSIZE SUV	86	88
	RECENTLY ACQUIRED A PREMIUM LUXURY CAR	170	163
	RECENTLY ACQUIRED ANY LUXURY DOMESTIC VEHICLE	92	90
	RECENTLY ACQUIRED ANY FULL SIZE DOMESTIC VEHICLE	81	77
	RECENTLY ACQUIRED ANY LUXURY FOREIGN VEHICLE	91	101
	RECENTLY ACQUIRED A SPORTY CAR	83	95
	RECENTLY ACQUIRED AN ENTRY LUXURY	66	76
	RECENTLY ACQUIRED AN ENTRY COMPACT	93	95
	RECENTLY ACQUIRED A PREMIUM COMPACT VEHICLE	97	98
	RECENTLY ACQUIRED AN ENTRY MIDSIZE	82	83
	RECENTLY ACQUIRED A PREMIUM MIDSIZE	102	100
	RECENTLY ACQUIRED A MID LUXURY	111	111
	RECENTLY ACQUIRED A PREMIUM SPORTY	54	70
	RECENTLY ACQUIRED A FULL SIZE CAR	81	77
	RECENTLY ACQUIRED A COMPACT PICKUP	58	61
	RECENTLY ACQUIRED A FULL SIZE PICKUP	57	59
	RECENTLY ACQUIRED A FULL SIZE SPORT UTILITY	79	82
	RECENTLY ACQUIRED AN ENTRY SPORT UTILITY	78	84
	RECENTLY ACQUIRED A FULL SIZE VAN	105	113
	RECENTLY ACQUIRED A COMPACT VAN	85	88
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - HUMMER	31	42
	RECENTLY ACQUIRED ANY PICKUP FOREIGN VEHICLE	55	63
	RECENTLY ACQUIRED ANY COMPACT DOMESTIC VEHICLE	113	110
	RECENTLY ACQUIRED ANY MIDSIZE DOMESTIC VEHICLE	109	102
	RECENTLY ACQUIRED ANY SPORTY DOMESTIC VEHICLE	66	74
	RECENTLY ACQUIRED ANY PICKUP DOMESTIC VEHICLE	58	59
	RECENTLY ACQUIRED ANY SPORT UTILITY DOMESTIC VEHICLE	82	85
	RECENTLY ACQUIRED ANY VAN DOMESTIC VEHICLE	91	91
	RECENTLY ACQUIRED ANY COMPACT FOREIGN VEHICLE	85	90
	RECENTLY ACQUIRED ANY MIDSIZE FOREIGN VEHICLE	88	92
	RECENTLY ACQUIRED ANY SPORTY FOREIGN VEHICLE	103	124
	RECENTLY ACQUIRED ANY SPORT UTILITY FOREIGN VEHICLE	77	82
	RECENTLY ACQUIRED ANY VAN FOREIGN VEHICLE	73	82
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - MERCURY	90	86
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - BUICK	86	78
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CADILLAC	104	108
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHEVROLET/GEO	93	89
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHRYSLER	83	86
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - DODGE	87	85
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - FORD	90	89
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - GMC	60	63
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - JEEP/EAGLE	93	100
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - LINCOLN	110	102
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - OLDSMOBILE	102	98
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PLYMOUTH	74	63
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PONTIAC	95	90
	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - SATURN	96	105
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - INFINITI	120	118
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - ACURA	112	119
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - ALFA ROMERO	61	86
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - AUDI	35	53
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - BMW	74	89
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - DAEWOOD	52	46
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HONDA	68	77
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HYUNDAI	65	68
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - IZUZU	125	146
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - JAGUAR	49	54
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SAAB	61	73
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - KIA	113	105
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LAND ROVER	88	84
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LEXUS	65	77
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MAZDA	102	118
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MERCEDES BENZ	73	83
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MITSUBISHI	147	155
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - NISSAN	101	100
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - PORSCHE	16	39
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUBARU	69	77
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUZUKI	79	65
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - TOYOTA	88	90



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLKSWAGEN	46	62
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLVO	75	78
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MINI	47	65
	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SCION	45	49
	OIL CHANGE CENTER RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	94	96
	REPAIR SHOP/GARAGE RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	85	86
	CAR DEALERSHIP RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	80	85
	OWN THREE-WHEELERS OR FOUR-WHEELERS	75	76
	BOUGHT ATV/DIRTBIKE FOR CHILD	78	80
	HOUSEHOLD OWN/LEASE ANY CAR/PICKUP/SUV	91	92
	BOUGHT NEW MOST RECENTLY ACQUIRED VEHICLE	77	81
	BOUGHT USED MOST RECENTLY ACQUIRED VEHICLE	97	96
	LEASED MOST RECENTLY ACQUIRED NEW/USED VEHICLE	98	101
	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH COMMERCIAL BANK AUTO LO/	86	86
	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CREDIT UNION AUTO LOAN	90	92
	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH DEALER FINANCE	90	93
	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CASH	85	84
	BOUGHT PASSENGER CAR TIRES WITHIN LAST 12 MONTHS	91	92
	BOUGHT PICKUPS/SUVS/VAN TIRES WITHIN LAST 12 MONTHS	69	73
	BELONG TO AND AUTOMOTIVE CLUB	87	90
	BUY GASOLINE OR DIESEL FUEL	90	91
	NEEDED AUTOMOTIVE MAINTENANCE/REPAIR WITHIN PAST 12 MONTHS	89	91
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT GAS STATION	81	79
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT REPAIR SHOP/GARAGE	86	87
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT CAR DEALERSHIP	80	86
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT CHAIN STORE WITH AUTO REPAIR FA	87	93
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT TIRE STORE OR DEALER	74	76
	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT QUICK LUBE CENTER	87	91



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
BEVERAGES - ALCOHOLIC DRINKS	DRINK PORFIDIO TEQUILA	96	95
	DRINK BRAHMA IMPORTED BEER	138	126
	DRINK BROLIO IMPORTED DINNER WINES	212	190
	DRINK CANEI IMPORTED DINNER WINES	174	158
	DRINK KELLER GEISTER IMPORTED DINNER WINES	135	121
	DRINK LANCERS IMPORTED DINNER WINES	106	104
	DRINK FORTANT DE FRANCE IMPORTED DINNER WINES	105	110
	DRINK RESERVE ST MARTIN IMPORTED DINNER WINES	191	185
	DRINK BLOSSOM HILL DOMESTIC DINNER WINE	111	109
	DRINK HENDERICKS GIN	130	119
	DRINK VERMEER CORDIALS AND LIQUEURS	213	176
	DRINK LA GRANDE DAME CHAMPANGE AND SPARKLING WINE	194	172
	DRINK WILD VINES CHAMPANGE AND SPARKLING WINE	170	164
	DRINK PASIFICO CLARA IMPORTED BEER	76	77
	DRINK SPATEN IMPORTED BEER	72	84
	DRINK WARSTEINER IMPORTED BEER	88	89
	DRINKYEUNGLING MICROBREWED BEER	69	77
	DRINK SANDEMAN PORT PORT, SHERRY AND DESSERT WINES	97	95
	DRINK SANDEMAN SHERRY PORT, SHERRY AND DESSERT WINES	93	86
	DRINK COMEMORATIVO (SAUZA) TEQUILA	196	193
	DRINK DON JULIO TEQUILA	103	99
	DRINK HERRADURA TEQUILA	104	106
	DRINK HORNITOS (SAUZA) TEQUILA	83	82
	DRINK MARGARITAVILLE TEQUILA	96	96
	DRINK TRES GENERACIONES (SAUZA) TEQUILA	111	119
	DRINK ALIZE COGNAC	217	198
	DRINK REMY RED COGNAC	184	154
	DRINK SEAGRAMS VO GOLD CANADIAN WHISKEY	128	121
	DRINK JACK DANIELS SINGLE BARREL BOURBON WHISKEY	127	129
	DRINK GLENMORANGIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	96	103
	DRINK ABSOLUT MANDARIN VODKA	174	164
	DRINK CHOPIN VODKA	123	120
	DRINK GREY GOOSE VODKA	128	129
	DRINK BELVEDERE VODKA	220	211
	DRINK FLAVORED ALCOHOLIC BEVERAGES	115	114
	DRINK JOSE CUERVO ANEJO TEQUILA	146	149
	DRINK JOSE CUERVO TRADICIONAL TEQUILA	95	94
	DRINK JOSE CUERVO RESERVA TEQUILA	148	140
	DRINK DEKUYPER CORDIALS AND LIQUEURS	116	118
	DRINK DISARONNO CORDIALS AND LIQUEURS	139	151
	DRINK BALVENIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	135	134
	DRINK THE FAMOUS GROUSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	87	90
	DRINK IRISH WHISKEY	91	94
	DRINK BUSHMILLS IRISH WHISKEY MOST IN LAST 30 DAYS	95	97
	DRINK JAMESON IRISH WHISKEY MOST IN LAST 30 DAYS	82	85
	DRINK JOHN POWERS IRISH WHISKEY MOST IN LAST 30 DAYS	256	269
	DRINK TULLAMORE DEW IRISH WHISKEY MOST IN LAST 30 DAYS	89	88
	DRINK STOLICHNAYA RAZBERI VODKA	94	100
	DRINK STOLICHNAYA STRASBERI VODKA	177	158
	DRINK STOLICHNAYA VANIL VODKA	107	114
	DRINK JACK DANIELS COUNTRY COCKTAILS FLAVORED ALCOHOLIC BEVERAGE MOST II	130	121
	DRINK KAHLUA COMBOS FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	108	101
	DRINK MIKES HARD LEMONADE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DA	105	106
	DRINK SMIRNOFF ICE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	140	137
	DRINK TEQUIZA FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	127	127
	DRINK ZIMA XXX FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	93	86
	DRINK MICKEYS MALT LIQUOR	134	135
	DRINK ST IDES MALT LIQUOR	180	187
	DRINK MODELO ESPECIAL IMPORTED BEER	70	73
	DRINK LABATTLIGHT LOW CAL BEER	81	79
	DRINK BUCSH ICE BEER	141	138
	DRINK MILLER HIGH LIFE ICE BEER	186	178
	DRINK MILLER LITE ICE BEER	170	176
	DRINK NATURAL ICE BEER	151	150
	DRINK CORONA IMPORTED BEER	88	92
	DRINK AMSTELLIGHT LOW CAL BEER	79	89
	DRINK CORONALIGHT LOW CAL BEER	81	89
	DRINK ASPEN EDGE LIGHT LOW CAL BEER	93	113
	DRINK SMIRNOFF CITRUS TWIST VODKA	129	123
	DRINK SMIRNOFF CRANBERRY TWIST VODKA	192	179
	DRINK SMIRNOFF GREEN APPLE TWIST VODKA	180	173
	DRINK SMIRNOFF ORANGE TWIST VODKA	110	114
	DRINK SMIRNOFF RASPBERRY TWIST VODKA	89	95
	DRINK SMIRNOFF VANILLA TWIST VODKA	137	128
	DRINK STOLICHNAYA CRANBERI VODKA	142	135
	DRINK STOLICHNAYA CITROS VODKA	165	147
	DRINK THREE OLIVES VODKA	104	107
	DRINK MIKES HARD CRANBERRY LEMONADE FLAVORED ALCOHOLIC BEVERAGE MOST I	98	103
	DRINK MIKES HARD LIME FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	101	103



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK SMIRNOFF BLACK FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	137	126
	DRINK SMIRNOFF TWISTED V FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAY	127	116
	DRINK WET BY BEEFEATER GIN	160	149
	DRINK TANQUERAY 10 GIN	138	151
	DRINK APPLETON ESTATE JAMAICAN RUM	209	191
	DRINK CRUZAN RUM	122	120
	DRINK BACARDI VANILLA RUM	145	143
	DRINK BACARDI RAZZ RUM	156	152
	DRINK BACARDI O RUM	126	127
	DRINK BACARDI COCO RUM	129	122
	DRINK HYPNOTIQ COGNAC	207	179
	DRINK 1800 SILVER TEQUILA	144	144
	DRINK CHAMPANGE KRUG CHAMPANGE AND SPARKLING WINE	95	98
	DRINK ARBOR MIST COOLERS MOST IN LAST 30 DAYS	182	182
	DRINK BUD EXTRA REGULAR DOMESTIC BEER	117	113
	DRINK STELLA ARTOIS IMPORTED BEER	82	87
	DRINK LOWENBRAU IMPORTED BEER	167	165
	DRINK TUBORG IMPORTED BEER	109	104
	DRINK CHAMPALE MALT LIQUOR	235	214
	DRINK COLT 45 MALT LIQUOR	250	238
	DRINK KING COBRA MALT LIQUOR	203	221
	DRINK MAGNUM MALT LIQUOR	279	295
	DRINK OLD ENGLISH 800 MALT LIQUOR	273	261
	DRINK SCHLITZ MALT MALT LIQUOR	243	223
	DRINK HURRICANE MALT LIQUOR	431	435
	DRINK MICHELOB MALT MALT LIQUOR	155	143
	DRINK DOS EQUIS IMPORTED BEER	79	87
	DRINK BASS IMPORTED BEER	97	107
	DRINK BECKS IMPORTED BEER	104	110
	DRINK BECKS DARK IMPORTED BEER	91	86
	DRINK CARLSBURG IMPORTED BEER	61	69
	DRINK CARTA BLANCA IMPORTED BEER	86	85
	DRINK FOSTERS LAGER IMPORTED BEER	80	94
	DRINK OTHER MOLSON IMPORTED BEER	112	117
	DRINK GUINNESS IMPORTED BEER	94	100
	DRINK HARP IMPORTED BEER	130	142
	DRINK HEINEKEN IMPORTED BEER	126	127
	DRINK HEINEKEN SPECIAL DARK IMPORTED BEER	140	139
	DRINK KIRIN IMPORTED BEER	65	80
	DRINK LABATTS IMPORTED BEER	76	76
	DRINK MOLSON CANADIAN IMPORTED BEER	68	75
	DRINK MOLSON GOLDEN IMPORTED BEER	101	100
	DRINK MOOSEHEAD IMPORTED BEER	84	84
	DRINK SAPPRO IMPORTED BEER	70	76
	DRINK ST PAULI GIRL IMPORTED BEER	116	110
	DRINK TECATE IMPORTED BEER	76	76
	DRINK RED STRIPE IMPORTED BEER	170	177
	DRINK GROLSCH LAGER IMPORTED BEER	76	89
	DRINK MICHELOBLIGHT LOW CAL BEER	99	102
	DRINK BUDLIGHT LOW CAL BEER	85	87
	DRINK BUSCHLIGHT LOW CAL BEER	99	102
	DRINK COORSLIGHT LOW CAL BEER	78	85
	DRINK KEYSTONE LLIGHT LOW CAL BEER	93	95
	DRINK MILLER GENUINE DRAFTLIGHT LOW CAL BEER	88	91
	DRINK MILLER HIGH LIFELIGHT LOW CAL BEER	141	138
	DRINK MILWAKEES BESTLIGHT LOW CAL BEER	104	110
	DRINK NATURALLIGHT LOW CAL BEER	112	117
	DRINK OLD MILWAUKEELIGHT LOW CAL BEER	114	126
	DRINK OLD STYLELIGHT LOW CAL BEER	262	285
	DRINK PABST BLUE RIBBONLIGHT LOW CAL BEER	104	103
	DRINK MILLERLIGHT LOW CAL BEER	82	86
	DRINK BUDWEISER REGULAR DOMESTIC BEER	105	106
	DRINK BUSCH REGULAR DOMESTIC BEER	130	126
	DRINK COORS REGULAR DOMESTIC BEER	96	97
	DRINK COORS EXTRA GOLD REGULAR DOMESTIC BEER	134	122
	DRINK GENESEE REGULAR DOMESTIC BEER	121	114
	DRINK HAMS REGULAR DOMESTIC BEER	140	133
	DRINK KEYSTONE REGULAR DOMESTIC BEER	143	133
	DRINK LONE STAR REGULAR DOMESTIC BEER	154	162
	DRINK MICHELOB REGULAR DOMESTIC BEER	114	110
	DRINK MILLER HIGH LIFE REGULAR DOMESTIC BEER	126	120
	DRINK MILLER GENUINE DRAFT REGULAR DOMESTIC BEER	96	96
	DRINK MILWAUKEES BEST REGULAR DOMESTIC BEER	126	127
	DRINK OLD MILWAUKEE REGULAR DOMESTIC BEER	154	164
	DRINK OLD STYLE REGULAR DOMESTIC BEER	78	91
	DRINK PABST BLUE RIBBON REGULAR DOMESTIC BEER	111	113
	DRINK JW DUNDEES HONEY BROWN REGULAR DOMESTIC BEER	74	83
	DRINK ROLLING ROCK REGULAR DOMESTIC BEER	71	77
	DRINK SCHAEFER REGULAR DOMESTIC BEER	52	48

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Mosaico/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK SCHLITZ REGULAR DOMESTIC BEER	308	276
	DRINK SCHMIDTS REGULAR DOMESTIC BEER	98	93
	DRINK STROHS REGULAR DOMESTIC BEER	107	116
	DRINK HENRY WEINHARDS REGULAR DOMESTIC BEER	83	88
	DRINKKILLIANS IRISH RED REGULAR DOMESTIC BEER	82	94
	DRINK LEINENKUGEL REGULAR DOMESTIC BEER	116	107
	DRINK RED DOG REGULAR DOMESTIC BEER	99	89
	DRINK RED WOLF REGULAR DOMESTIC BEER	91	95
	DRINK MICHELOB AMBER BOCK REGULAR DOMESTIC BEER	111	121
	DRINK COLT ICE BEER	374	388
	DRINK GRANNY ICE BEER	378	424
	DRINK BUD ICE BEER	186	179
	DRINK ICEHOUSE BEER	190	191
	DRINK LABATT ICE BEER	94	93
	DRINK MOLSON ICE BEER	180	192
	DRINK PABST ICE BEER	273	304
	DRINK BARTLES AND JAMES COOLERS MOST IN LAST 30 DAYS	125	124
	DRINK BACARDI BREEZER COOLERS MOST IN LAST 30 DAYS	185	176
	DRINK SEAGRAMS COOLERS MOST IN LAST 30 DAYS	135	130
	DRINK TAYLOR PORT, SHERRY AND DESSERT WINES	99	97
	DRINK ALMADEN PORT, SHERRY AND DESSERT WINES	115	117
	DRINK CHRISTIAN BROTHERS PORT, SHERRY AND DESSERT WINES	205	190
	DRINK DRY SACK PORT, SHERRY AND DESSERT WINES	69	75
	DRINK GALLO PORT, SHERRY AND DESSERT WINES	106	99
	DRINK HARVEYS BRISTOL CREAM PORT, SHERRY AND DESSERT WINES	122	118
	DRINK MANISCHEWITZ PORT, SHERRY AND DESSERT WINES	147	147
	DRINK PAUL MASSON PORT, SHERRY AND DESSERT WINES	289	279
	DRINK COCKBURN PORT, SHERRY AND DESSERT WINES	130	139
	DRINK FONSECA PORT, SHERRY AND DESSERT WINES	108	112
	DRINK WANDJ GRAHAM PORT PORT, SHERRY AND DESSERT WINES	95	105
	DRINK WARRE PORT, SHERRY AND DESSERT WINES	74	79
	DRINK GEORGES DU BOEUF IMPORTED DINNER WINES	142	149
	DRINK BARTON AND GUESTIER (BANDG) IMPORTED DINNER WINES	192	191
	DRINK BLACK TOWER IMPORTED DINNER WINES	192	183
	DRINK BLUE NUN IMPORTED DINNER WINES	124	127
	DRINK BOLLA IMPORTED DINNER WINES	123	130
	DRINK FOLONARI IMPORTED DINNER WINES	208	208
	DRINK MARCUS JAMES IMPORTED DINNER WINES	202	199
	DRINK LOUIS JADOT IMPORTED DINNER WINES	102	105
	DRINK MARTINI AND ROSSI BLANCO DE COSTOZA IMPORTED DINNER WINES	110	111
	DRINK MOUTON CADET IMPORTED DINNER WINES	92	93
	DRINK RENE JUNOT IMPORTED DINNER WINES	106	106
	DRINK RIUNITE IMPORTED DINNER WINES	150	147
	DRINK RUFFINO IMPORTED DINNER WINES	75	87
	DRINK CONCHA Y TORO IMPORTED DINNER WINES	102	113
	DRINK EL TESORO TEQUILA	126	124
	DRINK PATRON TEQUILA	109	113
	DRINK EL TORO TEQUILA	197	181
	DRINK JUAREZ TEQUILA	124	118
	DRINK JOSE CUERVO ESPECIAL TEQUILA	104	108
	DRINK MONTEZUMA TEQUILA	137	124
	DRINK PEPE LOPEZ TEQUILA	106	103
	DRINK SAUZA TEQUILA	66	72
	DRINK TWO FINGERS TEQUILA	154	145
	DRINK METAXA BRANDY AND ARMAGNAC	151	147
	DRINK ARROW BRANDY AND ARMAGNAC	197	184
	DRINK ALMADEN BRANDY AND ARMAGNAC	150	143
	DRINK CHRISTIAN BROTHERS BRANDY AND ARMAGNAC	207	194
	DRINK DEKUYPER BRANDY AND ARMAGNAC	73	79
	DRINK DON PEDRO BRANDY AND ARMAGNAC	115	105
	DRINK E AND J BRANDY AND ARMAGNAC	254	239
	DRINK HIRAM WALKER BRANDY AND ARMAGNAC	95	96
	DRINK KORBEL BRANDY AND ARMAGNAC	101	98
	DRINK LEROUX BRANDY AND ARMAGNAC	132	115
	DRINK PAUL MASSON BRANDY AND ARMAGNAC	393	352
	DRINK PRESIDENTE BRANDY AND ARMAGNAC	88	80
	DRINK RAYNAL BRANDY AND ARMAGNAC	219	197
	DRINK COURVOISIER COGNAC	170	166
	DRINK HENNESSY COGNAC	253	237
	DRINK MARTELL COGNAC	184	168
	DRINK REMY MARTIN COGNAC	171	164
	DRINK AMARETTO DEL ORSO CORDIALS AND LIQUEURS	149	151
	DRINK AMARETTO DI AMORE CORDIALS AND LIQUEURS	111	115
	DRINK AMARETTO DI SARONNO CORDIALS AND LIQUEURS	109	114
	DRINK ARROW CORDIALS AND LIQUEURS	202	200
	DRINK B AND B CORDIALS AND LIQUEURS	142	149
	DRINK BAILEYS ORIGINAL IRISH CREAM CORDIALS AND LIQUEURS	91	97
	DRINK CAROLANS CORDIALS AND LIQUEURS	175	180
	DRINK CHAMBORD CORDIALS AND LIQUEURS	126	132



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK CHERRY HERRING CORDIALS AND LIQUEURS	218	225
	DRINK GODIVA CORDIALS AND LIQUEURS	114	111
	DRINK COINTREAU CORDIALS AND LIQUEURS	111	120
	DRINK DRAMBUIE CORDIALS AND LIQUEURS	117	119
	DRINK EMMETS IRISH CREAM CORDIALS AND LIQUEURS	139	137
	DRINK FRANGELICO CORDIALS AND LIQUEURS	95	101
	DRINK GALLIANO CORDIALS AND LIQUEURS	191	171
	DRINK GOLDSCHLAGER CORDIALS AND LIQUEURS	114	107
	DRINK GRAND MARNIER CORDIALS AND LIQUEURS	113	118
	DRINK HIRAM WALKER CORDIALS AND LIQUEURS	115	104
	DRINK RUMPLE MINZE CORDIALS AND LIQUEURS	222	185
	DRINK IRISH MIST CORDIALS AND LIQUEURS	163	159
	DRINK JAGERMEISTER CORDIALS AND LIQUEURS	97	107
	DRINK KAHLUA CORDIALS AND LIQUEURS	81	83
	DRINK KAMORA CORDIALS AND LIQUEURS	130	114
	DRINK LEROUX CORDIALS AND LIQUEURS	231	216
	DRINK MARIE BRIZARD CORDIALS AND LIQUEURS	151	122
	DRINK MIDORI CORDIALS AND LIQUEURS	117	116
	DRINK PHILLIPS CORDIALS AND LIQUEURS	161	129
	DRINK SAMBUCA ROMANA CORDIALS AND LIQUEURS	76	78
	DRINK SOUTHERN COMFORT CORDIALS AND LIQUEURS	137	137
	DRINK TIA MARIA CORDIALS AND LIQUEURS	105	95
	DRINK VANDERMINT CORDIALS AND LIQUEURS	178	154
	DRINK WILD TURKEY LIQUEUR CORDIALS AND LIQUEURS	106	102
	DRINK YUKON JACK LIQUEUR CORDIALS AND LIQUEURS	157	138
	DRINK AFTERSHOCK CORDIALS AND LIQUEURS	158	152
	DRINK BLACK VELVET CANADIAN WHISKEY	117	107
	DRINK CANADIAN CLUB CANADIAN WHISKEY	88	89
	DRINK CANADIAN CLUC CLASSIC CANADIAN WHISKEY	169	159
	DRINK CANADIAN MIST CANADIAN WHISKEY	125	119
	DRINK CANADIAN RICH AND RARE CANADIAN WHISKEY	123	107
	DRINK CROWN ROYAL CANADIAN WHISKEY	114	110
	DRINK CROWN ROYAL SPECIAL RESERVE CANADIAN WHISKEY	131	129
	DRINK LORD CALVERT CANADIAN CANADIAN WHISKEY	170	146
	DRINK SEAGRAMS VO CANADIAN WHISKEY	90	90
	DRINK WINDSOR CANADIAN CANADIAN WHISKEY	99	90
	DRINK CANADIAN HUNTER CANADIAN WHISKEY	127	112
	DRINK CANADIAN LTD CANADIAN WHISKEY	144	129
	DRINK CALVERT EXTRA BLENDED WHISKEY OR RYE	187	177
	DRINK FLEISCHMANN'S PREFERRED BLENDED WHISKEY OR RYE	209	183
	DRINK IMPERIAL BLENDED WHISKEY OR RYE	122	112
	DRINK KESSLER BLENDED WHISKEY OR RYE	97	91
	DRINK SEAGRAMS 7 CROWN BLENDED WHISKEY OR RYE	106	103
	DRINK BARTONS GIN	199	183
	DRINK BEEFEATER (ORIGINAL) GIN	85	88
	DRINK BOMBAY GIN	146	151
	DRINK BOMBAY SAPPHIRE GIN	100	104
	DRINK CALVERT GIN	125	126
	DRINK FLEISCHMANN'S GIN	99	102
	DRINK GILBEYS GIN	104	108
	DRINK GORDONS GIN	103	106
	DRINK TANQUERAY GIN	116	120
	DRINK SEAGRAMS LIME TWISTED GIN	163	157
	DRINK SEAGRAMS EXTRA DRY GIN	288	269
	DRINK VOX VODKA	110	103
	DRINK ABSOLUTE(REGULAR) VODKA	118	120
	DRINK ABSOLUT CITRON VODKA	113	115
	DRINK ABSOLUT KURANT VODKA	274	281
	DRINK ABSOLUT PEPPAR VODKA	155	148
	DRINK FINLANDIA VODKA	155	150
	DRINK FLEISCHMANN'S VODKA	106	104
	DRINK GILBEYS VODKA	99	99
	DRINK GORDONS VODKA	111	115
	DRINK KAMCHATKA VODKA	112	107
	DRINK MR BOSTON VODKA	147	139
	DRINK POPOV VODKA	99	98
	DRINK SKOL VODKA	111	108
	DRINK SMIRNOFF (REGULAR) VODKA	110	112
	DRINK STOLICHNAYA (REGULAR) VODKA	97	102
	DRINK TANQUERAY STERLING VODKA	182	172
	DRINK WOLFSCHMIDT VODKA	118	109
	DRINK KETEL ONE VODKA	104	109
	DRINK SKYY VODKA	133	134
	DRINK STOLICHNAYA OHRANJ VODKA	143	132
	DRINK OTHER SMIRNOFF VODKA	145	140
	DRINK SIERRA NEVADA MICROBREWED BEER	64	77
	DRINK ANCHOR STEAM MICROBREWED BEER	111	117
	DRINK CATAMOUNT MICROBREWED BEER	375	308
	DRINK NEW AMSTERDAM MICROBREWED BEER	74	90



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK OREGON MICROBREWED BEER	88	92
	DRINK PETES WICKED ALE MICROBREWED BEER	78	95
	DRINK SHINER BOCK MICROBREWED BEER	89	103
	DRINK FULL SAIL MICROBREWED BEER	60	69
	DRINK PYRAMID MICROBREWED BEER	70	83
	DRINK REDHOOK ALE MICROBREWED BEER	59	76
	DRINK WIDMER BROTHERS MICROBREWED BEER	43	59
	DRINK CELIS MICROBREWED BEER	31	41
	DRINK SARANAC MICROBREWED BEER	96	98
	DRINK ALMADEN DOMESTIC DINNER WINE	107	101
	DRINK BERINGER DOMESTIC DINNER WINE	83	92
	DRINK CARLO ROSSI DOMESTIC DINNER WINE	99	103
	DRINK CHARLES KRUG/CK DOMESTIC DINNER WINE	97	97
	DRINK CHRISTIAN BROTHERS DOMESTIC DINNER WINE	315	302
	DRINK FETZER DOMESTIC DINNER WINE	60	67
	DRINK FRANZIA BROTHERS DOMESTIC DINNER WINE	65	67
	DRINK ROBERT MONDAVI DOMESTIC DINNER WINE	79	93
	DRINK GALLO DOMESTIC DINNER WINE	124	120
	DRINK GLEN ELLEN DOMESTIC DINNER WINE	77	77
	DRINK INGLENOOK DOMESTIC DINNER WINE	117	117
	DRINK MANISCHEWITZ DOMESTIC DINNER WINE	154	164
	DRINK MOGEN DAVID DOMESTIC DINNER WINE	187	163
	DRINK NAPA RIDGE DOMESTIC DINNER WINE	147	137
	DRINK PAUL MASSON DOMESTIC DINNER WINE	256	240
	DRINK STE MICHELLE DOMESTIC DINNER WINE	82	100
	DRINK SEBASTIANI DOMESTIC DINNER WINE	90	97
	DRINK SONOMA VINEYARDS DOMESTIC DINNER WINE	67	73
	DRINK STERLING DOMESTIC DINNER WINE	96	108
	DRINK SUTTER HOME DOMESTIC DINNER WINE	107	109
	DRINK TAYLOR CALIFORNIA CELLARS DOMESTIC DINNER WINE	139	137
	DRINK TAYLOR LAKE COUNTRY DOMESTIC DINNER WINE	144	139
	DRINK OTHER TAYLOR DOMESTIC DINNER WINE	281	249
	DRINK WOODBRIDGE DOMESTIC DINNER WINE	97	107
	DRINK KENDALL JACKSON DOMESTIC DINNER WINE	77	90
	DRINK CLOS DU BOIS DOMESTIC DINNER WINE	96	112
	DRINK MERIDIAN DOMESTIC DINNER WINE	76	81
	DRINK TURNING LEAF DOMESTIC DINNER WINE	79	85
	DRINK VENDANGE DOMESTIC DINNER WINE	151	152
	DRINK ALMADEN CHAMPANGE AND SPARKLING WINE	104	104
	DRINK ANDRECHAMPANGE AND SPARKLING WINE	156	148
	DRINK BALLATORE CHAMPANGE AND SPARKLING WINE	99	96
	DRINK CHRISTIAN BROTHERS CHAMPANGE AND SPARKLING WINE	207	202
	DRINK CINZANO ASTI CHAMPANGE AND SPARKLING WINE	110	115
	DRINK COOKS CHAMPANGE AND SPARKLING WINE	114	109
	DRINK DOMAINE CHANDON CHAMPANGE AND SPARKLING WINE	98	107
	DRINK DOM PERIGNON CHAMPANGE AND SPARKLING WINE	119	125
	DRINK FREIXENET CHAMPANGE AND SPARKLING WINE	142	144
	DRINK TAYLOR CALIFORNIA CELLARS CHAMPANGE AND SPARKLING WINE	185	185
	DRINK J ROGET CHAMPANGE AND SPARKLING WINE	177	172
	DRINK KORBEL CHAMPANGE AND SPARKLING WINE	91	99
	DRINK MARTINI AND ROSSI ASTI CHAMPANGE AND SPARKLING WINE	112	113
	DRINK MOET AND CHANDON CHAMPANGE AND SPARKLING WINE	142	143
	DRINK MUMM CORDON ROUGE CHAMPANGE AND SPARKLING WINE	157	169
	DRINK PAUL MASSON CHAMPANGE AND SPARKLING WINE	226	205
	DRINK PIPER HEIDSIEKCHAMPANGE AND SPARKLING WINE	77	80
	DRINK TAITTINGER CHAMPANGE AND SPARKLING WINE	129	136
	DRINK TAYLOR NEW YORK STATE CHAMPANGE AND SPARKLING WINE	112	108
	DRINKTOSTI ASTI CHAMPANGE AND SPARKLING WINE	177	178
	DRINK TOTTS CHAMPANGE AND SPARKLING WINE	122	113
	DRINK PERRIER JOUET CHAMPANGE AND SPARKLING WINE	176	197
	DRINK VUEVE CLIQUOT CHAMPANGE AND SPARKLING WINE	97	104
	DRINK MUMM CUVÉE NAPA CHAMPANGE AND SPARKLING WINE	90	91
	DRINK MUMM EXTRA DRY CHAMPANGE AND SPARKLING WINE	110	106
	DRINK ROEDERER CHAMPANGE AND SPARKLING WINE	135	131
	DRINK GENTLEMAN JACK BOURBON WHISKEY	110	114
	DRINK GEORGE DICKEL BOURBON WHISKEY	96	102
	DRINK JACK DANIELS BOURBON WHISKEY	95	101
	DRINK JIM BEAM BOURBON WHISKEY	102	106
	DRINK KNOB CREEK BOURBON WHISKEY	78	78
	DRINK MAKERS MARK BOURBON WHISKEY	72	75
	DRINK OLD GRANDDAD BOURBON WHISKEY	118	114
	DRINK WILD TURKEY BOURBON WHISKEY	93	95
	DRINK GRANTS SCOTCH WHISKEY MOST IN LAST 30 DAYS	125	131
	DRINK BALLANTINE SCOTCH WHISKEY MOST IN LAST 30 DAYS	112	115
	DRINKBUCHANANS SCOTCH WHISKEY MOST IN LAST 30 DAYS	92	86
	DRINK BLACK AND WHITE SCOTCH WHISKEY MOST IN LAST 30 DAYS	152	154
	DRINK CHIVAS REGAL SCOTCH WHISKEY MOST IN LAST 30 DAYS	108	109
	DRINK CLAN MACGREGOR SCOTCH WHISKEY MOST IN LAST 30 DAYS	109	109
	DRINK CUTTY SARK SCOTCH WHISKEY MOST IN LAST 30 DAYS	107	108



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK DEWARS WHITE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	122	119
	DRINK GLENFIDDICH SCOTCH WHISKEY MOST IN LAST 30 DAYS	82	82
	DRINK THE GLENLIVET SCOTCH WHISKEY MOST IN LAST 30 DAYS	64	71
	DRINK J AND B SCOTCH WHISKEY MOST IN LAST 30 DAYS	131	138
	DRINK JOHNNIE WALKER BLACK LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	108	114
	DRINK JOHNNIE WALKER RED LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	142	138
	DRINK PINCH (HAIG) SCOTCH WHISKEY MOST IN LAST 30 DAYS	114	107
	DRINK SCORESBY RARE SCOTCH WHISKEY MOST IN LAST 30 DAYS	152	134
	DRINK USHERS SCOTCH WHISKEY MOST IN LAST 30 DAYS	157	141
	DRINK WHITE HORSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	209	189
	DRINK MACALLAN SCOTCH WHISKEY MOST IN LAST 30 DAYS	75	90
	DRINK JOHNNIE WALKER BLUE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	194	196
	DRINK CAPTAIN MORGANS PRIVATE STOCK RUM	115	121
	DRINK MALIBU RUM	111	119
	DRINK BACARDI ANEJO RUM	95	97
	DRINK BACARDI SUPERIOR RUM	97	100
	DRINK OTHER BACARDI RUM	116	118
	DRINK CAPTAIN MORGANS PARROT BAY RUM	102	105
	DRINK CAPTAIN MORGANS ORIGINAL SPICED RUM	83	86
	DRINK DON Q RUM	149	142
	DRINK MOUNT GAY RUM	175	169
	DRINK RON CASTILLO RUM	110	95
	DRINK RONRICO RUM	97	98
	DRINK BACARDI LIMON RUM	191	178
	DRINK MYERSS ORIGINAL DARK JAMAICAN RUM	109	120
	JOSE CUERVO TEQUILA BRAND SUMMARY	101	103
	SAUZA TEQUILA BRAND SUMMARY	91	92
	DRINK YELLOW TAIL IMPORTED DINNER WINES	76	82
	DRINK PHILLIPS UNION BLENDED WHISKEY OR RYE	170	146
	DRINK ABSOLUT RASPBERRY VODKA	124	127
	DRINK ABSOLUT VANILIA VODKA	145	139
	DRINK UV VODKA	201	207
	DRINK EL JIMADOR TEQUILA	75	72
	DRINK TGI FRIDAYS PREP COCKTAIL MIXES WITH LIQUOR	131	138
	DRINK SKYY BLUE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	231	227
	DRINK BACARDI SILVER FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	153	147
	DRINK STOLICHNAYA CITRONA FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DA	193	190
	DRINK ARBOR MIST DOMESTIC DINNER WINE	151	149
	DRINK COORS NO ALCOHOL/LOW ALCOHOL BEER	142	131
	DRINK ODOULS NO ALCOHOL/LOW ALCOHOL BEER	92	90
	DRINK SHARPS NO ALCOHOL/LOW ALCOHOL BEER	141	130
	DRINK BUSCH NO ALCOHOL/LOW ALCOHOL BEER	129	116
	DRINK MALT LIQUOR	203	197
	DRINK IMPORTED BEER	92	97
	DRINK BECKS PREMIERLIGHT LOW CAL BEER	70	75
	DRINK MICHELOB ULTRALIGHT LOW CAL BEER	62	74
	DRINK SAM ADAMSLIGHT LOW CAL BEER	66	76
	DRINK REGULAR DOMESTIC BEER	98	100
	DRINK BUD DRY REGULAR DOMESTIC BEER	150	142
	DRINK SAMUEL ADAMS REGULAR DOMESTIC BEER	75	87
	DRINK COOLERS	133	129
	DRINK PORT, SHERRY AND DESSERT WINES	105	107
	DRINK DOMESTIC DINNER/TABLE WINES	89	94
	DRINK BV (BEAULIEU VINEYARD) DOMESTIC DINNER WINE	120	128
	DRINK REDWOOD CREEK DOMESTIC DINNER WINE	160	159
	DRINK WILD VINES DOMESTIC DINNER WINE	194	205
	DRINK IMPORTED DINNER/TABLE WINES	83	92
	DRINK CHAMPANGE AND SPARKLING WINE	108	110
	DRINK RUM	105	109
	DRINK AUSTIN VALE IMPORTED DINNER WINES	184	178
	DRINK BELLA SERA IMPORTED DINNER WINES	118	123
	DRINK CAVIT IMPORTED DINNER WINES	134	136
	DRINK CORBETT IMPORTED DINNER WINES	163	158
	DRINK FREIXENET IMPORTED DINNER WINES	196	192
	DRINK JACOBS CREEK IMPORTED DINNER WINES	125	135
	DRINK TEQUILA	94	96
	DRINK SANTA MARGHERITA IMPORTED DINNER WINES	93	98
	DRINK LINDEMANS IMPORTED DINNER WINES	125	133
	DRINK ROSEMOUNT ESTATE IMPORTED DINNER WINES	77	87
	DRINK BRANDY AND ARMAGNAC	161	155
	DRINK COGNAC	192	183
	DRINK PREP COCKTAIL MIXES WITH LIQUOR	129	131
	DRINK CORDIALS AND LIQUEURS	94	97
	DRINK CANADIAN WHISKEY	99	98
	DRINK BENEDICTINE CORDIALS AND LIQUEURS	255	236
	DRINK CAMPARI CORDIALS AND LIQUEURS	244	230
	DRINK SOUTHERN TWIST CORDIALS AND LIQUEURS	141	117
	DRINK BOURBON WHISKEY	93	97
	DRINK SCOTCH WHISKEY	103	106



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK BLENDED WHISKEY OR RYE	103	101
	DRINK GIN	135	134
	DRINK ALICE WHITE DOMESTIC DINNER WINE	83	89
	DRINK FREI BROTHERS DOMESTIC DINNER WINE	102	111
	DRINK VODKA	104	108
	DRINK BLACK SWAN DOMESTIC DINNER WINE	79	88
	DRINK LUNA DI LUNA IMPORTED DINNER WINES	99	100
	DRINK SPEYSIDE SCOTCH WHISKEY MOST IN LAST 30 DAYS	159	151
	DRINK SEAGRAMS FLAVOR VODKA	221	198
	DRINK SEAGRAMS EXTRA SMOOTH VODKA	177	180
	DRINK JOSE CUERVO AUTHENTICS PREP COCKTAIL MIXES WITH LIQUOR	95	96



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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
BEVERAGES - NON-ALCOHOLIC DRINKS	DRINK MAUNA LAI FRUIT JUICES	222	207
	DRINK TREESWEET FRUIT JUICES	240	215
	DRINK CARNATION INSTANT HOT COCOA MIX	123	120
	DRINK SWISS MISS INSTANT HOT COCOA MIX	109	108
	USE COUNTRY TIME POWDER SOFT DRINKS MOST IN HOUSEHOLD	138	136
	USE KOOL-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	147	141
	DRINK BIGELOW REGULAR TEA	93	95
	DRINK CELESTIAL SEASONINGS REGULAR TEA	107	108
	DRINK LIPTON REGULAR TEA	109	107
	USE FOLGERS GROUND COFFEE	92	92
	USE MAXWELL HOUSE GROUND COFFEE	117	114
	DRINK MINUTE MAID ORANGE JUICE	119	118
	DRINK TROPICANA ORANGE JUICE	121	120
	USE SEATTLES BEST GROUND COFFEE	79	81
	DRINK OCEAN SPRAY FRUIT JUICES	112	112
	DRINK MOTTS FRUIT JUICES	153	149
	DRINK OTHER TROPICANA FRUIT JUICES	167	162
	DRINK TROPICANA TWISTER FRUIT JUICES	218	203
	DRINK V8 SPLASH (REGULAR) FRUIT JUICES	151	145
	DRINK DIET V8 SPLASH FRUIT JUICES	154	150
	DRINK WELCHS FRUIT JUICES	136	134
	DRINK ABUELITA INSTANT HOT COCOA MIX	60	58
	DRINK OVALTINE INSTANT HOT COCOA MIX	129	128
	DRINK ENERGY DRINKS	115	116
	DRINK RED BULL ENERGY DRINKS	115	115
	DRINK S PELLEGRINO SPARKLING WATERS/SELTZERS	84	89
	DRINK DASANI NON-CARB BOTTLED WATER	116	115
	DRINK S PELLEGRINO NON-CARB BOTTLED WATER	144	151
	DRINK LIPTON ICED TEA READY TO DRINK	124	121
	DRINK NESTEA ICED TEA READY TO DRINK	136	132
	DRINK TAZO REGULAR TEA	74	82
	DRINK BOLTHOUSE FRUIT JUICES	140	145
	DRINK CHERRY COKE PEPSI REGUALRE COLA DRINKS	130	132
	DRINK WILD CHERRY PEPSI PEPSI REGUALRE COLA DRINKS	145	141
	DRINK CHERRY RC PEPSI REGUALRE COLA DRINKS	201	184
	DRINK CRUSH REGULAR CARBONATED DRINKS	196	181
	DRINK SLICE REGULAR CARBONATED DRINKS	178	166
	DRINK WELCHS REGULAR CARBONATED DRINKS	200	192
	USE INSTANT HOT COCOA MIX IN THE HOUSEHOLD	104	103
	DRINK STORE BRAND INSTANT HOT COCOA MIX	119	117
	DRINK HERSHEY INSTANT HOT COCOA MIX	154	149
	DRINK NESTLE INSTANT HOT COCOA MIX	114	112
	USE POWDERED SOFT DRINKS (ADD WATER) IN THE HOUSEHOLD	111	110
	USE CRYSTAL LIGHT POWDER SOFT DRINKS MOST IN HOUSEHOLD	87	91
	USE FLAVOR-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	217	201
	USE GATORADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	133	128
	USE HAWAIIAN PUNCH POWDER SOFT DRINKS MOST IN HOUSEHOLD	253	232
	USE STORE BRAND POWDER SOFT DRINKS MOST IN HOUSEHOLD	119	117
	USE REALEMON LEMONADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	196	192
	USE WYLLERS POWDER SOFT DRINKS MOST IN HOUSEHOLD	173	165
	USE TANG POWDER SOFT DRINKS MOST IN HOUSEHOLD	125	119
	DRINK REGULAR TEA (IN BAGS/PACKAGES)	102	102
	DRINK LUZIANNE REGULAR TEA	134	128
	DRINK NESTEA REGULAR TEA	157	148
	DRINK RED ROSE REGULAR TEA	105	100
	DRINK SALADA REGULAR TEA	93	89
	DRINK TETLEY REGULAR TEA	116	115
	DRINK TWININGS REGULAR TEA	70	79
	DRINK STORE BRAND REGULAR TEA	111	108
	DRINK GENERAL FOODS INTERNATIONAL CHAI LATTE REGULAR TEA	121	121
	USE INSTANT/FREEZE-DRIED COFFEE IN HOUSEHOLD	117	114
	DRINK FOLGERS INSTANT COFFEE	123	119
	DRINK MAXWELL HOUSE INSTANT COFFEE	175	167
	DRINK NESCAFE INSTANT COFFEE	86	87
	DRINK STORE BRAND INSTANT COFFEE	143	138
	USE ESPRESSO/CAPPUCCINO IN HOUSEHOLD	106	108
	DRINK STARBUCKS ESPRESSO/CAPPUCCINO	109	114
	DRINK NESCAFE ESPRESSO/CAPPUCCINO	150	143
	USE GROUND OR WHOLE BEAN COFFEE IN THE HOUSEHOLD	85	88
	USE STARBUCKS GROUND COFFEE	85	94
	DRINK SIMPLY ORANGE ORANGE JUICE	109	107
	HOUSEHOLD DRINKS FROZEN ORANGE JUICE	111	108
	USE MINUTE MAID FROZEN ORANGE JUICE	125	119
	USE DOLE FROZEN ORANGE JUICE	143	135
	DRINK ORANGE JUICE BOTTLES/CANS/CARTONS IN HOUSEHOLD	106	105
	DRINK DONALD DUCK ORANGE JUICE	134	126
	DRINK FLORIDA GOLD ORANGE JUICE	163	165
	DRINK FLORIDAS NATURAL ORANGE JUICE	109	110
	DRINK STORE BRANDS ORANGE JUICE	104	104

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Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK OCEAN SPRAY ORANGE JUICE	206	192
	DRINK SUNKIST ORANGE JUICE	191	174
	DRINK TREESWEET ORANGE JUICE	147	145
	DRINK DOLE ORANGE JUICE	130	127
	DRINK VERYFINE ORANGE JUICE	283	256
	DRINK OTHER FRUIT JUICES IN THE HOUSEHOLD	107	107
	DRINK CONCHITA FRUIT JUICES	174	162
	DRINK NORTHLAND FRUIT JUICES	100	102
	DRINK GOYA FRUIT JUICES	162	161
	DRINK JUMEX FRUIT JUICES	60	59
	DRINK DEL MONTE FRUIT JUICES	142	137
	DRINK APPLE AND EVE FRUIT JUICES	133	133
	DRINK BRIGHT AND EARLY FRUIT JUICES	270	260
	DRINK CAPRI SUN FRUIT JUICES	141	136
	DRINK CHIQUITA FRUIT JUICES	162	170
	DRINK COUNTRY TIME FRUIT JUICES	167	159
	DRINK CRYSTAL LIGHT (IN BOTTLES) FRUIT JUICES	200	184
	DRINK JUICY JUICE FRUIT JUICES	133	134
	DRINK FIVE ALIVE FRUIT JUICES	151	146
	DRINK FLORIDAS NATURAL FRUIT JUICES	166	161
	DRINK FRUITOPIA FRUIT JUICES	274	250
	DRINK GATORADE FRUIT JUICES	114	110
	DRINK HANSENS FRUIT JUICES	100	100
	DRINK HAWAIIAN PUNCH FRUIT JUICES	181	170
	DRINK HI-C FRUIT JUICES	195	182
	DRINK KERNS FRUIT JUICES	95	95
	DRINK KOOL-AID BURST FRUIT JUICES	215	200
	DRINK LIBBYS FRUIT JUICES	194	187
	DRINK MARTINELLIS FRUIT JUICES	89	96
	DRINK SUNSWEET FRUIT JUICES	174	154
	DRINK REALEMON FRUIT JUICES	181	171
	DRINK SENECA FRUIT JUICES	204	192
	DRINK SNAPPLE FRUIT JUICES	187	180
	DRINK SUNNY DELIGHT FRUIT JUICES	191	180
	DRINK VERYFINE FRUIT JUICES	210	205
	DRINK TREE TOP FRUIT JUICES	115	115
	DRINK WELCHADE FRUIT JUICES	195	185
	DRINK WYLLERS FRUIT JUICES	248	231
	DRINK STORE BRAND FRUIT JUICES	100	100
	DRINK DOLE JUICE FRUIT JUICES	122	120
	DRINK MINUTE MAID FRUIT JUICES	150	147
	DRINK TOMATO AND VEGETABLE JUICES IN THE HOUSEHOLD	93	93
	USED V8 TOMATO/VEGETABLE JUICE	96	96
	USED CAMPBELLS TOMATO TOMATO/VEGETABLE JUICE	104	99
	USED DEL MONTE TOMATO/VEGETABLE JUICE	144	131
	DRINK KOOL-AID JAMMERS FRUIT JUICES	217	198
	DRINK DIET COKE WITH LEMON DIET COLA	160	151
	DRINK DIET PEPSI TWIST DIET COLA	128	146
	DRINK DIET CODE RED MOUNTAIN DEW CABONATED DIET DRINKS	89	82
	DRINK CRYSTAL BAY SPARKLING WATERS/SELTZERS	212	213
	DRINK DIET COKE DIET COLA	81	85
	DRINK CAFFEINE-FREE DIET COKE DIET COLA	78	82
	DRINK DIET PEPSI DIET COLA	94	94
	DRINK CAFFEINE-FREE DIET PEPSI DIET COLA	106	106
	DRINK DIET RITE COLA DIET COLA	113	111
	DRINK PEPSI ONE DIET COLA	130	130
	DRINK STORE BRAND DIET COLA	119	118
	DRINK DIET CHERRY COKE DIET COLA	108	106
	DRINK DIET BARQS ROOT BEER CABONATED DIET DRINKS	87	90
	DRINK AANDW DIET ROOT BEER CABONATED DIET DRINKS	88	92
	DRINK CANADA DRY DIET GINGER ALE CABONATED DIET DRINKS	144	151
	DRINK DIET SPRITE ZERO CABONATED DIET DRINKS	96	102
	DRINK DIET MINUTE MAID CABONATED DIET DRINKS	117	118
	DRINK DIET MOUNTAIN DEW CABONATED DIET DRINKS	90	95
	DRINK DIET 7-UP CABONATED DIET DRINKS	116	117
	DRINK DIET CHERRY 7-UP CABONATED DIET DRINKS	133	129
	DRINK DIET SLICE ORANGE CABONATED DIET DRINKS	110	100
	DRINK DIET SQUIRT CABONATED DIET DRINKS	81	88
	DRINK DIET SUNKIST ORANGE CABONATED DIET DRINKS	110	108
	DRINK DIET DR PEPPER CABONATED DIET DRINKS	88	92
	DRINK FRESCA CABONATED DIET DRINKS	86	91
	DRINK STORE BRAND CABONATED DIET DRINKS	132	136
	DRINK FAYGO COLA PEPSI REGUALRE COLA DRINKS	279	262
	DRINK COCA-COLA CLASSIC PEPSI REGUALRE COLA DRINKS	100	100
	DRINK CAFFEINE-FREE COCA-COLA CLASSIC REGULAR COLA DRINKS	98	97
	DRINK STORE BRAND PEPSI REGUALRE COLA DRINKS	124	115
	DRINK PEPSI-COLA PEPSI REGUALRE COLA DRINKS	120	117
	DRINK CAFFEINE-FREE PEPSI REGUALRE COLA DRINKS	119	115
	DRINK RC COLA PEPSI REGUALRE COLA DRINKS	152	143



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Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK SHASTA COLA PEPSI REGUALRE COLA DRINKS	140	131
	DRINK DADS ROOT BEER REGULAR CARBONATED DRINKS	150	133
	DRINK AANDW CREAM SODA REGULAR CARBONATED DRINKS	121	115
	DRINK AANDW ROOT BEER REGULAR CARBONATED DRINKS	108	107
	DRINK BARQS ROOT BEER REGULAR CARBONATED DRINKS	125	123
	DRINK CANADA DRY GINGER ALE REGULAR CARBONATED DRINKS	129	130
	DRINK CANADA DRY CLUB SODA REGULAR CARBONATED DRINKS	138	144
	DRINK CANADA DRY TONIC WATER REGULAR CARBONATED DRINKS	136	132
	DRINK DR PEPPER REGULAR CARBONATED DRINKS	115	114
	DRINK FANTA REGULAR CARBONATED DRINKS	150	136
	DRINK HIRES ROOT BEER REGULAR CARBONATED DRINKS	138	136
	DRINK IBC ROOT BEER REGULAR CARBONATED DRINKS	125	128
	DRINK MELLO YELLO REGULAR CARBONATED DRINKS	214	205
	DRINK MOUNTAIN DEW REGULAR CARBONATED DRINKS	112	109
	DRINK MINUTE MAID REGULAR CARBONATED DRINKS	164	159
	DRINK MR PIBB REGULAR CARBONATED DRINKS	120	120
	DRINK MUG ROOT BEER REGULAR CARBONATED DRINKS	125	126
	DRINK 7-UP REGULAR CARBONATED DRINKS	118	117
	DRINK SCHWEPPEES GINGER ALE REGULAR CARBONATED DRINKS	186	185
	DRINK SCHWEPPEES CLUB SODA REGULAR CARBONATED DRINKS	110	116
	DRINK SCHWEPPEES TONIC WATER REGULAR CARBONATED DRINKS	121	128
	DRINK SEAGRAMS GINGER ALE REGULAR CARBONATED DRINKS	191	182
	DRINK SEAGRAMS CLUB SODA REGULAR CARBONATED DRINKS	152	154
	DRINK SEAGRAMS TONIC WATER REGULAR CARBONATED DRINKS	164	166
	DRINK CHERRY 7-UP REGULAR CARBONATED DRINKS	193	183
	DRINK SPRITE REGULAR CARBONATED DRINKS	143	139
	DRINK SQUIRT REGULAR CARBONATED DRINKS	108	101
	DRINK SUNKIST REGULAR CARBONATED DRINKS	178	171
	DRINK STORE BRAND REGULAR CARBONATED DRINKS	137	129
	DRINK SUN DROP REGULAR CARBONATED DRINKS	107	101
	DRINK ICE MOUNTAIN SPRING WATER NON-CARB BOTTLED WATER	121	116
	DRINK LA CROIX SPARKLING WATERS/SELTZERS	161	163
	DRINK CALISTOGA SPARKLING WATERS/SELTZERS	133	139
	DRINK CANADA DRY SPARKLING WATERS/SELTZERS	151	151
	DRINK CLEARLY CANADIAN SPARKLING WATERS/SELTZERS	188	195
	DRINK HANSENS SPARKLING WATERS/SELTZERS	173	172
	DRINK ICE MOUNTAIN SPARKLING WATERS/SELTZERS	138	123
	DRINK MISTIC SPARKLING WATERS/SELTZERS	224	205
	DRINK SNAPPLE SPARKLING WATERS/SELTZERS	183	173
	DRINK ORANGINA SPARKLING WATERS/SELTZERS	208	213
	DRINK OZARKA SPARKLING WATERS/SELTZERS	133	131
	DRINK PERRIER SPARKLING WATERS/SELTZERS	122	130
	DRINK POLAND SPRING SPARKLING WATERS/SELTZERS	125	125
	DRINK SCHWEPPEES SPARKLING WATERS/SELTZERS	132	130
	DRINK SEAGRAMS SPARKLING WATERS/SELTZERS	206	191
	DRINK VINTAGE SELTZER SPARKLING WATERS/SELTZERS	125	123
	DRINK STORE BRAND SPARKLING WATERS/SELTZERS	113	111
	DRINK DANNON SPARKLING WATERS/SELTZERS	172	165
	DRINK NAYA NON-CARB BOTTLED WATER	212	209
	DRINK ARROWHEAD NON-CARB BOTTLED WATER	69	75
	DRINK CALISTOGA NON-CARB BOTTLED WATER	88	89
	DRINK COLD SPRING NON-CARB BOTTLED WATER	117	122
	DRINK CRYSTAL GEYSER NON-CARB BOTTLED WATER	115	114
	DRINK DEER PARK NON-CARB BOTTLED WATER	126	130
	DRINK EVIAN NON-CARB BOTTLED WATER	128	123
	DRINK GREAT BEAR NON-CARB BOTTLED WATER	307	288
	DRINK MOUNTAIN VALLEY NON-CARB BOTTLED WATER	175	161
	DRINK OZARKA NON-CARB BOTTLED WATER	116	115
	DRINK POLAND SPRING NON-CARB BOTTLED WATER	113	112
	DRINK SPARKLETT'S NON-CARB BOTTLED WATER	110	107
	DRINK ZEPHYRHILLS NON-CARB BOTTLED WATER	124	120
	DRINK AQUAFINA NON-CARB BOTTLED WATER	99	100
	DRINK DANNON NON-CARB BOTTLED WATER	154	151
	DRINK PENAFIEL NON-CARB BOTTLED WATER	154	150
	DRINK PEPSI TWIST PEPSI REGUALRE COLA DRINKS	202	190
	DRINK COCA-COLA WITH LIME PEPSI REGUALRE COLA DRINKS	104	104
	DRINK PEPSI LIME PEPSI REGUALRE COLA DRINKS	123	123
	DRINK RED FUSION (DR PEPPER) REGULAR CARBONATED DRINKS	146	142
	DRINK CODE RED MOUNTAIN DEW REGULAR CARBONATED DRINKS	152	141
	DRINK SIERRA MIST REGULAR CARBONATED DRINKS	137	134
	DRINK BARRILITOS REGULAR CARBONATED DRINKS	78	78
	DRINK JARRITOS REGULAR CARBONATED DRINKS	74	69
	DRINK PENAFIEL REGULAR CARBONATED DRINKS	89	86
	DRINK PENAFIEL SPARKLING WATERS/SELTZERS	107	105
	DRINK STARBUCKS FRAPPUCCINO COFFEE DRINK (READY TO DRINK)	109	110
	DRINK READY TO DRINK COFFEE	109	109
	DRINK FOLGERS JAKADA COFFEE DRINK (READY TO DRINK)	149	143
	DRINK STORE BRAND NON-CARB BOTTLED WATER	91	95
	DRINK 7-UP PLUS CABONATED DIET DRINKS	161	161



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Mosaico/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	DRINK DIET CHERRY VANILLA DR PEPPER CABONATED DIET DRINKS	113	111
	DRINK SIERRA MIST FREE CABONATED DIET DRINKS	137	140
	DRINK THIRST QUENCHER/ACTIVITY DRINKS	103	104
	DRINK ALL SPORT THIRST QUENCHER/ACTIVITY DRINKS	130	131
	DRINK GATORADE THIRST QUENCHER/ACTIVITY DRINKS	95	96
	DRINK POWERADE THIRST QUENCHER/ACTIVITY DRINKS	113	111
	DRINK ICED TEA (READY TO DRINK)	116	114
	DRINK SNAPPLE ICED TEA READY TO DRINK	123	122
	DRINK ARIZONA ICED TEA READY TO DRINK	128	125
	DRINK STORE BRAND ICED TEA READY TO DRINK	126	121
	DRINK DIET OR SUGAR-FREE COLAS	88	90
	DRINK OTHER CARBONATED DIET DRINKS	96	99
	DRINK FIJI NON-CARB BOTTLED WATER	99	100
	DRINK FRUIT2O NON-CARB BOTTLED WATER	141	138
	DRINK GLACEAU VITAMIN WATER NON-CARB BOTTLED WATER	148	139
	DRINK NESTLE NON-CARB BOTTLED WATER	121	122
	DRINK COCA-COLA C2 DIET COLA	222	193
	DRINK DIET COKE WITH LIME DIET COLA	104	107
	DRINK CHERRY VANILLA DR PEPPER REGULAR CARBONATED DRINKS	172	167
	DRINK REGULAR COLA (NOT DIET)	108	107
	DRINK AQUAFINA SPARKLING SPARKLING WATERS/SELTZERS	122	121
	DRINK OTHER REGULAR CARBONATED (NON-COLA) DRINKS	110	108
	DRINK PROPEL NON-CARB BOTTLED WATER	127	131
	DRINK SPARKLING WATERS/SELTZERS/NAT SODAS	113	112
	DRINK NON-CARBONATED BOTTLED SPRING WATER	101	102
	DRINK COCA-COLA ZERO DIET COLA	98	101
	DRINK DIET COKE WITH SPLENDA DIET COLA	133	131
	DRINK DIET PEPSI WITH LIME DIET COLA	93	98
	DRINK MOUNTAIN DEW LIVEWIRE REGULAR CARBONATED DRINKS	147	125
	DRINK SANGRIA SENORIAL REGULAR CARBONATED DRINKS	73	71
	DRINK SIDRAL MUNDET REGULAR CARBONATED DRINKS	95	89
	DRINK SPRITE REMIX REGULAR CARBONATED DRINKS	198	199
	DRINK AMP ENERGY DRINKS	120	115
	DRINK PEPSI VANILLA PEPSI REGUALRE COLA DRINKS	176	168
	DRINK DIET PEPSI VANILLA DIET COLA	228	214
	DRINK MINERAGUA DE JARRITOS SPARKLING WATERS/SELTZERS	226	205



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Mosaio/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
CABLE/TELEVISION/RADIO	VIEWED INSIDE THE ACTORS STUDIO ON BRAVO IN THE LAST 4 WEEKS	117	118
	VIEWED NBA ON TNT ON TNT IN LAST 4 WEEKS	166	165
	VIEWED CELEBRITY FIT CLUB ON VH1 IN LAST 4 WEEKS	174	162
	VIEWED KING OF THE HILL ON FX IN THE LAST 4 WEEKS	172	165
	VIEWED IN LIVING COLOR ON BET IN LAST 4 WEEKS	338	320
	VIEWED NASCAR ON TNT ON TNT IN LAST 4 WEEKS	91	91
	VIEWED LONE STAR CINEMA ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WEEKS	180	162
	VIEWED LAW AND ORDER: CRIMINAL INTENT ON BRAVO IN LAST 4 WEEKS	153	147
	VIEWED PAULA ZAHN NOW ON CNN IN LAST 4 WEEKS	133	135
	VIEWED BBC AMERICA CABLE TV SERVICES IN LAST 7 DAYS	121	123
	VIEWED OXYGEN CABLE TV SERVICES IN LAST 7 DAYS	174	166
	VIEWED ANIMAL PLANET CABLE TV SERVICES IN LAST 7 DAYS	111	109
	VIEWED FOX NEWS CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	112	111
	VIEWED THE HISTORY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	96	97
	VIEWED HGTV (HOME AND GARDEN TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	89	91
	VIEWED SQUAWK BOX ON CNBC IN LAST 4 WEEKS	109	110
	VIEWED LARRY KING LIVE ON CNN IN THE LAST 4 WEEKS	122	120
	VIEWED LOU DOBBS TONIGHT ON CNN IN LAST 4 WEEKS	114	115
	VIEWED ABC FAMILY CABLE TV SERVICES IN LAST 7 DAYS	140	135
	VIEWED HALLMARK CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	112	108
	VIEWED SOAPNET CABLE TV SERVICES IN LAST 7 DAYS	197	184
	VIEWED TOON DISNEY CABLE TV SERVICES IN LAST 7 DAYS	144	134
	VIEWED WE (WOMENS ENTERTAINMENT) CABLE TV SERVICES IN LAST 7 DAYS	163	156
	VIEWED TV LAND CABLE TV SERVICES IN LAST 7 DAYS	160	153
	VIEWED SPORT CENTER ON ESPN IN LAST 4 WEEKS	102	104
	VIEWED MODERN MARVELS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	88	92
	HOUSEHOLD DESCRIBES TO DIGITAL CABLE	107	109
	VIEWED DINNER AND A MOVIE ON TBS IN LAST 4 WEEKS	121	120
	VIEWED MOVIE AND A MAKEOVER ON TBS IN LAST 4 WEEKS	164	158
	VIEWED GILMORE GIRLS ON ABC FAMILY IN LAST 4 WEEKS	134	129
	VIEWED THE DAILY SHOW WITH JON STEWART ON COMEDY CENTRAL IN LAST 4 WEEKS	101	104
	VIEWED SOUTH PARK ON COMEDY CENTRAL IN LAST 4 WEEKS	138	133
	VIEWED E! TRUE HOLLYWOOD SORY ON E! IN LAST 4 WEEKS	131	132
	VIEWED INDEPENDENT SPIRIT AWARDS IN IFC IN LAST 4 WEEKS	298	276
	VIEWED REAL SPROTS WITH BRYANT GUMBEL ON HBO IN LAST 4 WEEKS	131	130
	VIEWED TRADING SPACES ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	125	124
	VIEWED THE BIG IDEA WITH DONNY DEUTSCH IN CNBS IN LAST 4 WEEKS	130	132
	VIEWED MAD MONEY ON CNBC IN LAST 4 WEEKS	109	114
	VIEWED LAW AND ORDER: CRIMINAL INTENT ON USA NETWORK IN LAST 4 WEEKS	137	131
	VIEWED THE COLBERT REPORT ON COMEDY CENTRAL IN LAST 4 WEEKS	112	113
	VIEWED THE TUDORS ON SHOWTIME IN LAST 4 WEEKS	167	167
	VIEWED THE L WORD ON SHOWTIME IN LAST 4 WEEKS	210	202
	VIEWED EXPLORER ON NATIONAL GEOGRAPHIC CHANNEL IN LAST 4 WEEKS	122	124
	VIEWED THE SHIELD ON FX IN LAST 4 WEEKS	195	189
	VIEWED HARBALL WITH CHRIS MATTHEWS ON MSNBC IN LAST 4 WEEKS	115	114
	VIEWED REBA ON LIFETIME IN LAST 4 WEEKS	126	123
	VIEWED BATTLESTAR GALACTICA ON SCI-FI IN LAST 4 WEEKS	143	143
	VIEWED NASCAR CRAFTSMEN TRUCK SERIES ON SPEED IN LAST 4 WEEKS	111	107
	VIEWED HANNITY AND COLMES ON FOX NEWS CHANNEL IN LAST 4 WEEKS	96	96
	VIEWED THE OREILLY FACTOR ON FOX NEWS CHANNEL IN LAST 4 WEEKS	92	93
	VIEWED ON THE RECORD WITH GRETA VAN SUSTEREN ON FOX NEWS CHANNEL IN LAS	97	97
	VIEWED SPECIAL REPORT WITH BRIT HUME ON FOX NEWS CHANNEL IN LAST 4 WEEKS	105	104
	VIEWED MUTUAL OF OMAHAS WILD KINGDON ON ANIMAL PLANET IN LAST 4 WEEKS	136	132
	VIEWED CLOSING BELL ON CNBC IN LAST 4 WEEKS	102	106
	VIEWED REAL TIME WITH BILL MAHER ON HBO IN LAST 4 WEEKS	148	142
	VIEWED AMERICAN CHOPPER ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	94	91
	VIEWED PSYCH ON USA NETWORK IN LAST 4 WEEKS	135	133
	VIEWED SATURDAY MORNING WESTERNS ON AMC IN LAST 4 WEEKS	157	148
	VIEWED INTERVENTION ON AANDE IN LAST 4 WEEKS	142	136
	VIEWED FLIP THIS HOUSE ON AANDE IN LAST 4 WEEKS	106	107
	VIEWED GENE SIMMONS FAMILY JEWELS ON AANDE IN LAST 4 WEEKS	113	111
	VIEWED NATIONAL GEOGRAPHIC CHANNEL PRESENTS ON NATIONAL GEOGRAPHIC CH.	111	111
	VIEWED WWE MONDAY NIGHT RAW ON USA NETWORK IN LAST 4 WEEKS	167	161
	VIEWED CSI: MIAMI ON AANDE IN LAST 4 WEEKS	128	124
	VIEWED SUNDANCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	155	154
	VIEWED STYLE CABLE TV SERVICES IN LAST 7 DAYS	158	160
	VIEWED SPEED CABLE TV SERVICES IN LAST 7 DAYS	96	95
	VIEWED FUSE CABLE TV SERVICES IN LAST 7 DAYS	180	175
	VIEWED IFC (INDEPENDENT FILM CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	138	133
	VIEWED DISCOVERY HEALTH CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	131	128
	VIEWED DISCOVERY HOME CABLE TV SERVICES IN LAST 7 DAYS	159	153
	VIEWED DISCOVERY TIMES CABLE TV SERVICES IN LAST 7 DAYS	151	149
	DO NOT CURRENTLY RECEIVE PREMIUM CHANNELS	84	86
	HOUSEHOLD HAS ACCES TO VIDEO-ON-DEMAND	105	107
	VIEWED MOVIES-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MONTHS	98	103
	VIEWED PREMIUM CHANNELS-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MONTHS	107	115
	VIEWED THE OUTDOOR CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	107	108
	VIEWED THE PLANETS FUNNIEST ANIMALS ON ANIMAL PLANET IN LAST 4 WEEKS	107	104
	VIEWED NASCAR RACEDAY ON SPEED IN LAST 4 WEEKS	94	93



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Mosaico/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	VIEWED WITHOUT A TRACE ON TNT IN LAST 4 WEEKS	147	142
	WATCH TV EARLY AND LATE FRINGE	103	102
	WATCH TV DAYTIME (M-F 10AM-4PM)	114	111
	WATCH TV EARLY FRINGE (4PM-7:30PM)	101	101
	WATCH TV LATE FRINGE (11PM-1AM)	115	113
	VIEWED THE CLOSER ON TNT IN LAST 4 WEEKS	137	132
	VIEWED BIG LOVE ON HBO IN LAST 4 WEEKS	141	144
	VIEWED THE RICHES ON FX IN LAST 4 WEEKS	185	175
	WATCH TV PRIME TIME (M-SA 8-11PM/SUN 7-11PM)	98	98
	WATCH TV ALL DAY (M-F 6-2AM / S-S 7-1AM)	100	100
	VIEWED WORLD CHAMPIONSHIP BOXING ON HBO IN LAST 4 WEEKS	178	163
	VIEWED LOST WORLDS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	126	123
	VIEWED MIAMI INK ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	122	119
	VIEWED DEADLIEST CATCH ON DISCOVERY IN LAST 4 WEEKS	99	100
	VIEWED THE ULTIMATE FIGHTER ON SPIKE IN LAST 4 WEEKS	138	135
	VIEWED FINE LIVING CABLE TV SERVICES IN LAST 7 DAYS	161	159
	VIEWED THE GOLF CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	108	112
	VIEWED MYTHBUSTERS ON DISCOVERY IN LAST 4 WEEKS	90	94
	VIEWED COUNTDOWN WITH KEITH OLBERMANN ON MSNBC IN LAST 4 WEEKS	123	123
	VIEWED WORLD SERIES OF POKER ON ESPN IN LAST 4 WEEKS	104	104
	VIEWED DIRTY JOBS ON DISCOVERY IN LAST 4 WEEKS	90	90
	VIEWED HOUSE ON USA NETWORK IN LAST 4 WEEKS	131	126
	VIEWED CSI ON SPIKE IN LAST 4 WEEKS	122	119
	VIEWED LAW AND ORDER ON TNT IN LAST 4 WEEKS	132	129
	VIEWED MONK ON USA NETWORK IN LAST 4 WEEKS	124	122
	VIEWED TRUCKS! ON SPIKE IN LAST 4 WEEKS	118	115
	VIEWED GIRLFRIENDS ON BET IN LAST 4 WEEKS	323	301
	VIEWED THE JAMIE FOXX SHOW ON BET IN LAST 4 WEEKS	354	328
	VIEWED THE FIRST 48 ON AANDE IN LAST 4 WEEKS	168	162
	VIEWED SUNDAY MORNING SHOOTOUT ON AMC IN LAST 4 WEEKS	166	160
	VIEWED NIP/TUCK ON FX IN LAS 4 WEEKS	153	148
	VIEWED RESCUE ME ON FX IN LAST 4 WEEKS	146	152
	VIEWED ENTOURAGE ON HBO IN LAST 4 WEEKS	110	112
	VIEWED SEX AND THE CITY ON TBS IN LAST 4 WEEKS	148	149
	VIEWED FAMILY GUY ON TBS IN LAST 4 WEEKS	156	148
	VIEWED TRICK MY TRUCH ON CMT IN LAST 4 WEEKS	95	94
	VIEWED THE ESSENTIALS ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WEEKS	148	142
	VIEWED FSN CABLE TV SERVICES IN LAST 7 DAYS	95	96
	VIEWED NATIONAL GEOGRAPHIC CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	105	105
	VIEWED TCM (TURNER CLASSIC MOVIES) CABLE TV SERVICES IN LAST 7 DAYS	117	113
	VIEWED TOP CHEF ON BRAVO IN LAST 4 WEEKS	137	136
	HOUSEHOLD DESCRIBES TO CABLE TV	108	107
	HOUSEHOLD HAS A SATELLITE DISH	92	91
	CURRENTLY RECEIVE CINEMAX PREMIUM CHANNELS	125	120
	CURRENTLY RECEIVE HBO (HOME BOX OFFICE)PREMIUM CHANNELS	113	113
	CURRENTLY RECEIVE THE MOVIE CHANNEL PREMIUM CHANNELS	125	121
	CURRENTLY RECEIVE SHOWTIME PREMIUM CHANNELS	128	125
	CURRENTLY RECEIVE ENCORE PREMIUM CHANNELS	124	120
	CURRENTLY RECEIVE STARZ PREMIUM CHANNELS	116	113
	HOUSEHOLD HAS ACCESS TO PAY-PER-VIEW TELEVISION	98	99
	VIEWED PAY-PER-VIEW TV MORE THAN 10 TIMES IN LAST 12 MONTHS	80	87
	VIEWED PAY-PER-VIEW TV 7-10 TIMES IN LAST 12 MONTHS	79	81
	VIEWED PAY-PER-VIEW TV 5-6 TIMES IN LAST 12 MONTHS	91	92
	VIEWED PAY-PER-VIEW TV 3-4 TIMES IN LAST 12 MONTHS	104	107
	VIEWED PAY-PER-VIEW TV ZERO TIMES IN LAST 12 MONTHS	97	98
	VIEWED ESPN SPORTS PACKAGES ONPAY-PER-VIEW TV IN LAST 12 MONTHS	114	117
	VIEWED BOXING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	114	109
	VIEWED MOVIES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	94	97
	VIEWED CONCERTS ON PAY-PER-VIEW TV IN LAST 12 MONTHS	145	132
	VIEWED NBA SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	224	207
	VIEWED NHL SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	130	122
	VIEWED ADULT-ORIENTED PROGRAMMING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	168	165
	VIEWED WWE WRESTLING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	155	151
	VIEWED SOCCER ON PAY-PER-VIEW TV IN LAST 12 MONTHS	106	94
	VIEWED ENCORE CABLE TV SERVICES IN LAST 7 DAYS	156	152
	VIEWED STARZ CABLE TV SERVICES IN LAST 7 DAYS	150	145
	VIEWED DIY (DO-IT-YOURSELF) CABLE TV SERVICES IN LAST 7 DAYS	105	107
	VIEWED AANDE (ARTS AND ENTERTAINMENT NETWORK) CABLE TV SERVICES IN LAST 7	114	114
	VIEWED AMC (AMERICAN MOVIE CLASSICS) CABLE TV SERVICES IN LAST 7 DAYS	121	117
	VIEWED BLOOMBERG TELEVISION CABLE TV SERVICES IN LAST 7 DAYS	147	144
	VIEWED BET (BLACK ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	306	282
	VIEWED BRAVO CABLE TV SERVICES IN LAST 7 DAYS	135	135
	VIEWED CARTOON NETWORK CABLE TV SERVICES IN LAST 7 DAYS	157	151
	VIEWED CINEMAX CABLE TV SERVICES IN LAST 7 DAYS	164	156
	VIEWED CNBC CABLE TV SERVICES IN LAST 7 DAYS	127	126
	VIEWED CNN (CABLE NEWS NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	114	114
	VIEWED COMEDY CENTRAL CABLE TV SERVICES IN LAST 7 DAYS	113	112
	VIEWED CMT (COUNTRY MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	96	95
	VIEWED COURT TV (COURTROOM TELEVISION NETWORK) CABLE TV SERVICES IN LAST	146	142



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	VIEWED DISCOVERY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	94	95
	VIEWED DISNEY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	126	123
	VIEWED E! (ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	128	130
	VIEWED CMT CROSSROADS ON CMT IN LAST 4 WEEKS	109	103
	VIEWED ESPN CABLE TV SERVICES IN LAST 7 DAYS	97	98
	VIEWED FX CABLE TV SERVICES IN LAST 7 DAYS	132	128
	VIEWED HBO (HOME BOX OFFICE) CABLE TV SERVICES IN LAST 7 DAYS	129	129
	VIEWED CNN HEADLINE NEWS CABLE TV SERVICES IN LAST 7 DAYS	113	113
	VIEWED INSP (INSPIRATIONAL NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	227	209
	VIEWED LIFETIME CABLE TV SERVICES IN LAST 7 DAYS	142	137
	VIEWED MSNBC CABLE TV SERVICES IN LAST 7 DAYS	115	114
	VIEWED THE SCIENCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	120	119
	VIEWED NICKELODEON CABLE TV SERVICES IN LAST 7 DAYS	121	118
	VIEWED NICK AT NITE CABLE TV SERVICES IN LAST 7 DAYS	145	141
	VIEWED SCI-FI CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	134	131
	VIEWED SHOWTIME CABLE TV SERVICES IN LAST 7 DAYS	164	158
	VIEWED TBS SUPERSTATION CABLE TV SERVICES IN LAST 7 DAYS	124	121
	VIEWED THE MOVIE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	166	156
	VIEWED TRAVEL CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	95	98
	VIEWED SPIKE CABLE TV SERVICES IN LAST 7 DAYS	130	127
	VIEWED TNT (TURNER NETWORK TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	122	120
	VIEWED TV GUIDE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	161	153
	VIEWED USA NETWORK CABLE TV SERVICES IN LAST 7 DAYS	121	118
	VIEWED VH1 (VIDEO HITS ONE) CABLE TV SERVICES IN LAST 7 DAYS	153	147
	VIEWED THE WEATHER CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	105	104
	VIEWED TLC (THE LEARNING CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	105	106
	VIEWED MTV (MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	152	144
	VIEWED FOOD NETWORK CABLE TV SERVICES IN LAST 7 DAYS	105	106
	DID NOT VIEW ANY CABLE NETWORKS IN LAST 7 DAYS	89	91
	VIEWED ANDERSON COOPER 360 ON CNN IN LAST 4 WEEKS	117	116
	VIEWED MILITARY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	108	109
	OWN SIRIUS SATELLITE RADIO	85	91
	PLAN TO BUY SIRIUS SATELLITE RADIO DURING NEXT 12 MONTHS	169	153
	OWN XM SATELLITE RADIO	78	83
	PLAN TO BUY XM SATELLITE RADIO DURING NEXT 12 MONTHS	133	128
	LISTEN TO SATELLITE RADIO IN CAR	76	84
	LISTEN TO SATELLITE RADIO AT HOME	103	99
	LISTEN TO SATELLITE RADIO AT WORK	92	88
	LISTEN TO SATELLITE RADIO AT SCHOOL	63	76
	LISTEN TO OLDIES ROCK- 80S ON RADIO MON-SUN TOTAL (24 HRS)	71	74
	LISTEN TO ADULT ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	68	80
	LISTEN TO ALL NEWS ON RADIO MON-SUN TOTAL (24 HRS)	73	79
	LISTEN TO ALL SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	75	84
	LISTEN TO ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	63	71
	LISTEN TO AOR (EXCLUDING MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	57	64
	LISTEN TO BLACK/RHYTHM AND BLUES ON RADIO MON-SUN TOTAL (24 HRS)	391	358
	LISTEN TO CHR (CONTEMPORARY HIT RADIO) ON RADIO MON-SUN TOTAL (24 HRS)	120	117
	LISTEN TO CLASSIC ROCK ON RADIO MON-SUN TOTAL (24 HRS)	75	80
	LISTEN TO CLASSICAL ON RADIO MON-SUN TOTAL (24 HRS)	62	68
	LISTEN TO CONTEMPORARY CHRISTIAN ON RADIO MON-SUN TOTAL (24 HRS)	74	82
	LISTEN TO COUNTRY (OR WESTERN) ON RADIO MON-SUN TOTAL (24 HRS)	74	77
	LISTEN TO EASY LISTENING ON RADIO MON-SUN TOTAL (24 HRS)	102	102
	LISTEN TO EDUCATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	58	64
	LISTEN TO OLDIES ROCK -70S ON RADIO MON-SUN TOTAL (24 HRS)	94	88
	LISTEN TO HOT AC ON RADIO MON-SUN TOTAL (24 HRS)	79	84
	LISTEN TO JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	158	154
	LISTEN TO MODERN ROCK ON RADIO MON-SUN TOTAL (24 HRS)	76	91
	LISTEN TO NOSTALGIA/BIG BAND/MOR ON RADIO MON-SUN TOTAL (24 HRS)	75	76
	LISTEN TO SOFT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	91	94
	LISTEN TO SOUTHERN GOSPEL ON RADIO MON-SUN TOTAL (24 HRS)	215	206
	LISTEN TO URBAN (TOTAL) ON RADIO MON-SUN TOTAL (24 HRS)	279	258
	LISTEN TO MEXICAN ON RADIO MON-SUN TOTAL (24 HRS)	49	48
	LISTEN TO TEJANO ON RADIO MON-SUN TOTAL (24 HRS)	45	45
	LISTEN TO UNIVISION RADIO SLS (KATZ HISPANIC) ON RADIO MON-SUN TOTAL (24 HRS)	58	57
	LISTEN TO ADULT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	86	88
	LISTEN TO AOR (INCLUDING MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	61	70
	LISTEN TO GOLDEN OLDIES (ALL) ON RADIO MON-SUN TOTAL (24 HRS)	86	87
	LISTEN TO NES/TALK/BUSINESS/SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	75	81
	LISTEN TO RELIGIOUS ON RADIO MON-SUN TOTAL (24 HRS)	95	96
	LISTEN TO VARIETY ON RADIO MON-SUN TOTAL (24 HRS)	113	115
	LISTEN TO NEWS/TALK ON RADIO MON-SUN TOTAL (24 HRS)	74	80
	LISTEN TO UNIVISION RADIO ON RADIO MON-SUN TOTAL (24 HRS)	55	55
	LISTEN TO RADION DISNEY ON RADIO MON-SUN TOTAL (24 HRS)	76	91
	LISTEN TO INSPIRATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	132	131
	LISTEN TO URBAN AC ON RADIO MON-SUN TOTAL (24 HRS)	381	349
	LISTEN TO URBAN CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	205	192
	LISTEN TO SPANISH AC ON RADIO MON-SUN TOTAL (24 HRS)	80	75
	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 6AM-10AM)	91	94
	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 10AM-3PM)	96	96



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CATEGORY	VARIABLE NAME	7 - Minute Drive Time	15 - Minute Drive Time
	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 3PM-7PM)	95	98
	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 7PM-12MID)	112	110
	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 12MID-6AM)	127	124
	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 6AM-10AM)	94	94
	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 10AM-3PM)	92	95
	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 3PM-7PM)	94	97
	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 7PM-12MID)	115	114
	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 12MID-6AM)	172	163
	LISTEN TO NAC SMOOTH JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	179	171
	LISTEN TO TALK ON RADIO MON-SUN TOTAL (24 HRS)	76	80
	WATCH WNBA BASKETBALL-REG SEASON ON TV FREQUENTLY	262	235
	WATCHED NFL SUPER BOWL AT HOME	94	96
	WATCH PGA ON TV FREQUENTLY	77	83
	WATCH LPGA ON TV FREQUENTLY	86	90
	WATCH HORSE RACING ON TV FREQUENTLY	82	84
	WATCH BOWLING ON TV FREQUENTLY	118	122
	WATCH WOMENS TENNIS ON TV FREQUENTLY	136	138
	WATCH X-GAMES ON TV FREQUENTLY	86	87
	WATCH FIGURE SKATING ON TV FREQUENTLY	99	98
	WATCH NASCAR RACING ON TV FREQUENTLY	76	79
	WATCH WORLD CUP SOCCER ON TV FREQUENTLY	83	87
	ATTEND NASCAR SPORTING EVENTS	70	78
	WATCH COLLEGE BASEBALL ON TV FREQUENTLY	123	118
	WATCH MLB BASEBALL REG SEASON ON TV FREQUENTLY	82	85
	WATCH MLB BASEBALL POST SEASON ON TV FREQUENTLY	81	86
	WATCH COLLEGE BASKETBALL REG SEASON ON TV FREQUENTLY	100	103
	WATCH COLLEGE BASKETBALL POST SEASON ON TV FREQUENTLY	89	93
	WATCH NBA BASKETBALL REG SEASON ON TV FREQUENTLY	163	158
	WATCH NBA BASKETBALL POST SEASON ON TV FREQUENTLY	140	139
	WATCH BOWLING ON TV FREQUENTLY	120	113
	WATCH BOXING ON TV FREQUENTLY	182	172
	WATCH COLLEGE FOOTBALL REG SEASON ON TV FREQUENTLY	88	93
	WATCH COLLEGE FOOTBALL POST SEASON ON TV FREQUENTLY	89	94
	WATCH NFL FOOTBALL REGULAR SEASON ON TV FREQUENTLY	94	97
	WATCH NFL FOOTBALL POST SEASON - WATCH FREQ ON TV FREQUENTLY	94	98
	WATCH FISHING ON TV FREQUENTLY	106	98
	WATCH NHL HOCKEY REG SEASON ON TV FREQUENTLY	76	78
	WATCH SKIING ON TV FREQUENTLY	125	125
	WATCH MLS SOCCER ON TV FREQUENTLY	100	96
	WATCH NHL HOCKEY POST SEASON ON TV FREQUENTLY	78	83
	WATCH WWE ON TV FREQUENTLY	139	137
	WATCH WINTER OLYMPICS ON TV FREQUENTLY	78	82
	WATCH SUMMER OLYMPICS ON TV FREQUENTLY	82	85
	WATCH NATIONAL DOG SHOW ON TV FREQUENTLY	84	87
	WATCHED FOX MLB WORLD SERIES AT HOME	85	88
	WATCHED KENTUCKY DERBY (NBC) AT HOME	85	85
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 10AM - 3PM	99	99
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN TOTAL (24 HRS)	97	98
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN MID - 6AM	150	145
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - 10AM	94	95
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 10AM - 3PM	99	100
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 3PM - 7PM	99	100
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 7PM - MID	114	113
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI TOTAL (24 HRS)	97	97
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI MID - 6AM	141	137
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - 10AM	92	94
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 3PM - 7PM	99	100
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 7PM - MID	115	114
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN TOTAL (24 HRS)	102	103
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN MID - 6AM	168	159
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - 10AM	102	102
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 10AM - 3PM	102	104
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 3PM - 7PM	105	106
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 7PM - MID	120	118
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - MIDNIGHT	97	98
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - 10AM AND 3PM	97	99
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - MIDNIGHT	97	98
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI DRIVE TIME (COMBIN	97	98
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - MIDNIGHT	101	101
	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - 10AM AND 3PM	102	102
	WATCHED POKER CHAMPIONSHIPS AT HOME	97	99
	WATCH PASSIONS (NBC) DAYTIME PROGRAM WITH FULL ATTENTION	145	143
	WATCH DATELINE NBC SUNDAY ONCE A WEEK PROGRAM WITH FULL ATTENTION	147	145
	WATCH ALAN ALDA/SCIENTIFIC AMERICAN FRONTIERS(PBS) ONCE A WEEK PROGRAM W	88	89
	WATCH NBC SPORTSWORLD SATURDAY ONCE A WEEK PROGRAM WITH FULL ATTENTI	231	210
	WATCH HEROES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	114	118
	WATCH NUMBERS(CBS)) ONCE A WEEK PROGRAM WITH FULL ATTENTION	106	106
	WATCH 24 (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	141	141
	WATCH AMERICAN MASTERS (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	117	126