

VARLABEL	CATEGORY	%US	% Subscribers	INDEX
IND: GENDER		8.3%	7.6%	91
IND: GENDER	F: FEMALE	43.1%	33.3%	77
IND: GENDER	M: MALE	48.6%	59.1%	122
IND: GENDER	U: UNKNOWN	0.0%	0.1%	242
IND: AGE	(missing), low-17	19.5%	11.9%	61
IND: AGE	18-30	8.0%	2.9%	36
IND: AGE	31-35	6.5%	2.9%	45
IND: AGE	36-40	7.7%	4.2%	54
IND: AGE	41-45	8.2%	5.5%	67
IND: AGE	46-50	9.1%	7.3%	80
IND: AGE	51-55	8.8%	10.6%	120
IND: AGE	56-60	7.9%	12.1%	153
IND: AGE	61-65	6.7%	11.9%	179
IND: AGE	66-70	5.1%	10.3%	202
IND: AGE	71-75	3.9%	7.6%	195
IND: AGE	76+	8.6%	12.9%	150
IND: TYPE		4.7%	8.3%	175
IND: TYPE	E: Elderly Parent	2.0%	2.4%	122
IND: TYPE	H: Head of Household	8.3%	11.2%	135
IND: TYPE	O: Other	11.4%	12.4%	109
IND: TYPE	P: Primary Decision Maker	71.7%	63.8%	89
IND: TYPE	Y: Young Adult	1.9%	2.0%	103
IND: MARITAL STATUS		23.3%	12.1%	52
IND: MARITAL STATUS	M: MARRIED	59.6%	76.3%	128
IND: MARITAL STATUS	S: SINGLE	17.1%	11.6%	68
IND: EDUCATION		48.4%	39.6%	82
IND: EDUCATION	1: High School	19.4%	11.9%	61
IND: EDUCATION	2: Some College	14.3%	13.4%	94
IND: EDUCATION	3: Completed College	11.9%	21.1%	178
IND: EDUCATION	4: Graduate School	6.0%	14.0%	233
CHILDREN		34.9%	30.3%	87
CHILDREN	N: NO	26.3%	46.0%	174
CHILDREN	Y: YES	38.7%	23.8%	61
GRANDPARENT	N,0,Blank: No	86.2%	88.4%	102
GRANDPARENT	Y,1: Yes	13.8%	11.6%	84
# OF CHILDREN	(Missing)	9.0%	12.9%	143
# OF CHILDREN	0	60.4%	62.5%	103
# OF CHILDREN	1	17.2%	15.2%	88
# OF CHILDREN	2	7.8%	6.2%	79
# OF CHILDREN	3	3.4%	2.2%	64
# OF CHILDREN	4	1.6%	0.9%	57
# OF CHILDREN	5	0.4%	0.1%	39
# OF CHILDREN	6	0.1%	0.0%	48
# OF CHILDREN	7	0.0%		0
# OF CHILDREN	8	0.0%		0
CHILDREN (0-3 YEARS)		88.5%	94.5%	107
CHILDREN (0-3 YEARS)	B: BOTH	0.1%	0.0%	15
CHILDREN (0-3 YEARS)	F: FEMALE	0.7%	0.1%	22
CHILDREN (0-3 YEARS)	M: MALE	0.7%	0.3%	35
CHILDREN (0-3 YEARS)	U: UNKNOWN	10.0%	5.1%	50
CHILDREN (4-7 YEARS)		90.7%	93.9%	104
CHILDREN (4-7 YEARS)	B: BOTH	0.0%	0.0%	46
CHILDREN (4-7 YEARS)	F: FEMALE	0.9%	0.6%	72
CHILDREN (4-7 YEARS)	M: MALE	1.0%	0.6%	61
CHILDREN (4-7 YEARS)	U: UNKNOWN	7.5%	4.9%	65



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CHILDREN (8-12 YEARS)		84.7%	89.3%	105
CHILDREN (8-12 YEARS)	B: BOTH	0.1%	0.1%	75
CHILDREN (8-12 YEARS)	F: FEMALE	2.0%	1.5%	72
CHILDREN (8-12 YEARS)	M: MALE	2.6%	2.2%	85
CHILDREN (8-12 YEARS)	U: UNKNOWN	10.6%	7.0%	66
CHILDREN (13-18 YEARS)		85.5%	87.3%	102
CHILDREN (13-18 YEARS)	B: BOTH	0.7%	0.7%	100
CHILDREN (13-18 YEARS)	F: FEMALE	4.1%	3.7%	90
CHILDREN (13-18 YEARS)	M: MALE	5.0%	5.2%	103
CHILDREN (13-18 YEARS)	U: UNKNOWN	4.6%	3.1%	67
INCOME		0.9%	2.1%	222
INCOME	01: 1K- 14K	9.1%	4.0%	44
INCOME	02: 15K- 24K	7.7%	4.2%	54
INCOME	03: 25K- 34K	10.0%	6.5%	65
INCOME	04: 35K- 49K	14.3%	9.0%	63
INCOME	05: 50K- 74K	21.9%	17.9%	82
INCOME	06: 75K- 99K	15.5%	17.8%	115
INCOME	07,08: 100K-149K	12.0%	15.5%	129
INCOME	09,10: 150K-199K	4.7%	11.4%	245
INCOME	11,12: 200K+	4.1%	11.6%	284
LENGTH OF RESIDENCE	(missing)	4.4%	6.3%	144
LENGTH OF RESIDENCE	00-01 yrs	15.2%	5.5%	36
LENGTH OF RESIDENCE	02-03 yrs	13.0%	9.1%	70
LENGTH OF RESIDENCE	04-05 yrs	13.5%	13.2%	98
LENGTH OF RESIDENCE	06-09 yrs	16.3%	17.1%	105
LENGTH OF RESIDENCE	10-14 yrs	13.9%	17.6%	127
LENGTH OF RESIDENCE	15-20 yrs	12.1%	16.0%	132
LENGTH OF RESIDENCE	21-99 yrs	11.6%	15.2%	130
DWELLING TYPE		1.0%	2.5%	246
DWELLING TYPE	A: Apartment	0.3%	0.1%	16
DWELLING TYPE	H: High Rise	13.4%	5.5%	41
DWELLING TYPE	L: Low Rise	5.5%	1.6%	29
DWELLING TYPE	S: SFDU	76.9%	84.6%	110
DWELLING TYPE	U: Unknown	2.9%	5.8%	200
IND: ETHNIC RELIGION		1.8%	2.8%	159
IND: ETHNIC RELIGION	B: BUDDHIST	1.7%	0.3%	15
IND: ETHNIC RELIGION	C: CATHOLIC	26.4%	20.2%	77
IND: ETHNIC RELIGION	G: GREEK ORTHODOX	0.3%	0.1%	51
IND: ETHNIC RELIGION	H: HINDU	0.5%	0.1%	15
IND: ETHNIC RELIGION	I: ISLAMIC	0.9%	0.1%	16
IND: ETHNIC RELIGION	J: JEWISH	2.0%	2.1%	100
IND: ETHNIC RELIGION	K: SIKH	0.1%	0.0%	36
IND: ETHNIC RELIGION	L: LUTHERAN	0.1%	0.1%	129
IND: ETHNIC RELIGION	M: MORMON	0.4%	0.0%	8
IND: ETHNIC RELIGION	O: EASTERN ORTHODOX	0.8%	0.4%	46
IND: ETHNIC RELIGION	P: PROTESTANT	59.2%	69.9%	118
IND: ETHNIC RELIGION	S: SHINTO	0.3%	0.1%	21
IND: ETHNIC RELIGION	X: NOT KNOWN OR UNMATCHED	5.5%	3.8%	69
IND: GROUP ETHNIC CODE		1.8%	2.8%	159
IND: GROUP ETHNIC CODE	A: ALL AFRICAN AMERICAN ETHNIC GROUPS	10.1%	2.8%	28
IND: GROUP ETHNIC CODE	B: ASIAN AMERICAN 1	2.3%	0.4%	16
IND: GROUP ETHNIC CODE	C: ASIAN AMERICAN 2	0.7%	0.1%	18
IND: GROUP ETHNIC CODE	D: ASIAN AMERICAN 3	0.1%	0.0%	24
IND: GROUP ETHNIC CODE	E: MEDITERRANEAN	14.2%	6.8%	48
IND: GROUP ETHNIC CODE	F: NATIVE AMERICAN	0.2%	0.2%	108
IND: GROUP ETHNIC CODE	G: SCANDINAVIAN	1.7%	1.6%	94
IND: GROUP ETHNIC CODE	H: POLYNESIAN	0.3%	0.1%	34
IND: GROUP ETHNIC CODE	I: MIDDLE EASTERN	0.6%	0.1%	15
IND: GROUP ETHNIC CODE	J: JEWISH	1.7%	1.6%	95
IND: GROUP ETHNIC CODE	K: WESTERN EUROPEAN	57.8%	77.6%	134
IND: GROUP ETHNIC CODE	L: EASTERN EUROPEAN	3.3%	2.4%	71
IND: GROUP ETHNIC CODE	M: MISCELLANEOUS OTHER	0.0%		0
IND: GROUP ETHNIC CODE	Z: UNCODED (NO GROUP)	5.2%	3.6%	69



VARLABEL	CATEGORY	%US	% Subscribers	INDEX
IND: HISPANIC ASSIMILATION INDEX	(Missing)	1.8%	2.8%	159
IND: HISPANIC ASSIMILATION INDEX	0: Unknown	85.2%	91.4%	107
IND: HISPANIC ASSIMILATION INDEX	1: Assimilated-Speaks English Only	3.4%	2.0%	59
IND: HISPANIC ASSIMILATION INDEX	2: Bilingual English-Prefers English but knows som	1.3%	0.7%	54
IND: HISPANIC ASSIMILATION INDEX	3: Bilingual Spanish-Prefers Spanish but knows Eng	4.4%	1.3%	29
IND: HISPANIC ASSIMILATION INDEX	4: Unassimilated- Knows Spanish Only	3.9%	1.8%	46
HOUSEHOLD SIZE		13.6%	8.8%	65
HOUSEHOLD SIZE	1	34.6%	22.5%	65
HOUSEHOLD SIZE	2	26.9%	36.4%	135
HOUSEHOLD SIZE	3	13.6%	19.5%	143
HOUSEHOLD SIZE	4	6.6%	8.6%	130
HOUSEHOLD SIZE	5	2.9%	3.1%	107
HOUSEHOLD SIZE	6	1.3%	0.7%	58
HOUSEHOLD SIZE	7	0.3%	0.3%	84
HOUSEHOLD SIZE	8	0.1%	0.0%	49
HOUSEHOLD SIZE	9	0.0%	0.0%	52
# OF ADULTS	(Missing)	14.7%	9.3%	63
# OF ADULTS	1	43.1%	27.8%	64
# OF ADULTS	2	31.0%	43.9%	142
# OF ADULTS	3	8.6%	14.3%	167
# OF ADULTS	4	2.6%	4.7%	176
HOMEOWNER		6.0%	4.3%	72
HOMEOWNER	L: Likely a Homeowner	6.8%	3.8%	56
HOMEOWNER	P: Probably a Homeowner	4.9%	5.7%	118
HOMEOWNER	R: Renting Home	18.9%	5.4%	28
HOMEOWNER	Y: Yes is a Homeowner	63.4%	80.8%	127
NIELSEN COUNTY CODE		0.0%	0.0%	50
NIELSEN COUNTY CODE	A: 21 largest Metrop. Areas	39.7%	40.1%	101
NIELSEN COUNTY CODE	B: Areas with >85K HH not in A	31.5%	27.0%	86
NIELSEN COUNTY CODE	C: Areas with >20K HH not in A or B	15.0%	15.5%	104
NIELSEN COUNTY CODE	D: All remaining counties	13.7%	17.3%	126
HOME VALUE		26.3%	19.8%	75
HOME VALUE	\$ 0-\$74K	8.1%	3.5%	43
HOME VALUE	\$ 75K-\$99K	6.8%	4.1%	61
HOME VALUE	\$100K-\$149K	14.6%	11.0%	75
HOME VALUE	\$150K-\$199K	12.3%	13.8%	112
HOME VALUE	\$200K-\$299K	14.7%	19.5%	133
HOME VALUE	\$300K-\$599K	13.5%	21.0%	155
HOME VALUE	\$600K+	3.7%	7.4%	201
EST MORTGAGE AMT	1-50K	0.0%	0.0%	0
EST MORTGAGE AMT	1000K-3000K	0.0%	0.0%	443
EST MORTGAGE AMT	100K-200K	70.6%	69.6%	99
EST MORTGAGE AMT	200K-300K	10.1%	12.1%	119
EST MORTGAGE AMT	300K-500K	4.5%	6.3%	141
EST MORTGAGE AMT	500K-1000K	0.9%	1.7%	194
EST MORTGAGE AMT	50K-75K	0.6%	0.1%	15
EST MORTGAGE AMT	75K-100K	13.3%	10.2%	77
EST HOME VALUE	\$0- \$74,999	0.4%	0.1%	25
EST HOME VALUE	\$100,000-\$149,999	27.9%	17.2%	62
EST HOME VALUE	\$150,000-\$199,999	22.3%	20.6%	93
EST HOME VALUE	\$200,000-\$299,999	24.3%	27.3%	113
EST HOME VALUE	\$300,000-\$599,999	17.7%	28.0%	158
EST HOME VALUE	\$600,000+	2.8%	5.2%	182
EST HOME VALUE	\$75,000- \$99,999	4.6%	1.6%	34
AVG HOME EQUITY	\$100K-\$150K	8.0%	5.4%	67
AVG HOME EQUITY	\$150K+	4.2%	3.2%	76
AVG HOME EQUITY	\$2500-\$25K	6.8%	7.0%	103
AVG HOME EQUITY	\$25K-\$35K	11.5%	12.2%	106
AVG HOME EQUITY	\$35K-\$40K	7.4%	7.8%	105
AVG HOME EQUITY	\$40K-\$50K	13.5%	16.4%	121
AVG HOME EQUITY	\$50K-\$55K	5.6%	7.0%	126
AVG HOME EQUITY	\$55K-\$65K	8.9%	11.5%	130
AVG HOME EQUITY	\$65K-\$85K	11.1%	12.5%	113
AVG HOME EQUITY	\$85K-\$100K	5.1%	4.7%	91
AVG HOME EQUITY		0.0%	0.0%	0
AVG HOME EQUITY	0	18.1%	12.4%	69



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INVESTMENT PROPERTY: ADDITIONAL INVESTMENT FLAG	0	97.0%	93.7%	97
INVESTMENT PROPERTY: ADDITIONAL INVESTMENT FLAG	1	3.0%	6.3%	207
NEW HOMEOWNER DATABASE SOURCE		21.0%	28.4%	135
NEW HOMEOWNER DATABASE SOURCE	U	61.2%	42.2%	69
NEW HOMEOWNER DATABASE SOURCE	Y: Yes is a Homeowner	17.8%	29.3%	165
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$0-\$74K	61.0%	57.9%	95
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$100K-\$149K	6.8%	5.4%	80
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$150K-\$199K	5.5%	5.7%	103
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$200K-\$299K	6.0%	7.8%	131
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$300K-\$499K	4.5%	6.3%	142
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$500K-\$9999K	2.3%	4.0%	176
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE	\$75K-\$99K	3.6%	2.8%	77
MORTGAGE/HOME PURCHASE: HOME PURCHASE PRICE		10.5%	10.2%	97
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	(MISSING)	60.1%	47.3%	79
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1900-1983	2.2%	2.1%	97
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1984-1988	2.1%	4.9%	230
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1989-1991	1.8%	2.9%	164
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1992-1993	1.8%	2.4%	137
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1994-1995	2.0%	2.5%	124
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1996-1997	2.6%	3.7%	146
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1998	1.7%	2.4%	139
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	1999	1.8%	2.6%	148
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2000	2.0%	2.8%	143
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2001	2.0%	2.6%	127
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2002	2.2%	2.7%	122
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2003	2.5%	3.9%	156
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2004	2.8%	3.3%	119
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2005	3.1%	3.7%	119
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2006	3.0%	4.0%	134
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2007	2.7%	2.7%	100
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2008	2.2%	2.2%	100
MORTGAGE/HOME PURCHASE: HOME PURCHASE DATE	2009	1.4%	1.2%	81
PROPERTY/REALTY: HOME YEAR BUILT	(MISSING)	45.7%	28.7%	63
PROPERTY/REALTY: HOME YEAR BUILT	1900-1929	6.2%	1.7%	27
PROPERTY/REALTY: HOME YEAR BUILT	1930-1945	3.0%	2.3%	76
PROPERTY/REALTY: HOME YEAR BUILT	1946-1955	5.5%	4.6%	85
PROPERTY/REALTY: HOME YEAR BUILT	1956-1965	6.5%	7.3%	113
PROPERTY/REALTY: HOME YEAR BUILT	1966-1975	6.5%	9.1%	140
PROPERTY/REALTY: HOME YEAR BUILT	1976-1980	4.1%	6.7%	165
PROPERTY/REALTY: HOME YEAR BUILT	1981-1985	3.5%	7.5%	215
PROPERTY/REALTY: HOME YEAR BUILT	1986-1990	4.0%	5.2%	129
PROPERTY/REALTY: HOME YEAR BUILT	1991-1995	3.6%	6.5%	181
PROPERTY/REALTY: HOME YEAR BUILT	1996-1997	1.7%	3.0%	177
PROPERTY/REALTY: HOME YEAR BUILT	1998	0.9%	1.9%	217
PROPERTY/REALTY: HOME YEAR BUILT	1999	1.0%	2.1%	215
PROPERTY/REALTY: HOME YEAR BUILT	2000	1.0%	1.8%	183
PROPERTY/REALTY: HOME YEAR BUILT	2001	1.0%	1.8%	192
PROPERTY/REALTY: HOME YEAR BUILT	2002	1.0%	1.7%	167
PROPERTY/REALTY: HOME YEAR BUILT	2003	1.0%	1.8%	176
PROPERTY/REALTY: HOME YEAR BUILT	2004	1.1%	1.7%	157
PROPERTY/REALTY: HOME YEAR BUILT	2005	1.1%	2.0%	176
PROPERTY/REALTY: HOME YEAR BUILT	2006	1.0%	1.6%	152
PROPERTY/REALTY: HOME YEAR BUILT	2007	0.7%	0.9%	132
PROPERTY/REALTY: HOME YEAR BUILT	2008	0.2%	0.2%	139
PROPERTY/REALTY: HOME YEAR BUILT	2009	0.0%	0.0%	262
PROPERTY/REALTY: HOME LAND VALUE	(missing)	10.5%	10.2%	97
PROPERTY/REALTY: HOME LAND VALUE	0 - 8000	37.6%	18.8%	50
PROPERTY/REALTY: HOME LAND VALUE	34000 +	29.5%	39.5%	134
PROPERTY/REALTY: HOME LAND VALUE	8000 - 34000	22.4%	31.6%	141
1ST MORTGAGE AMOUNT	(missing)	14.6%	11.0%	76
1ST MORTGAGE AMOUNT	0 - 0	53.0%	62.4%	118
1ST MORTGAGE AMOUNT	0 - 16000	0.2%	0.1%	36
1ST MORTGAGE AMOUNT	127200 - 167999	5.8%	4.9%	84
1ST MORTGAGE AMOUNT	16000 - 39999	1.0%	0.5%	50
1ST MORTGAGE AMOUNT	167999 - 240000	6.2%	5.8%	94
1ST MORTGAGE AMOUNT	240000 +	7.2%	8.1%	113
1ST MORTGAGE AMOUNT	39999 - 67450	2.8%	1.3%	45
1ST MORTGAGE AMOUNT	67450 - 98699	4.5%	2.5%	56
1ST MORTGAGE AMOUNT	98699 - 127200	4.8%	3.4%	70



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2ND MORTGAGE AMOUNT	(missing)	14.6%	11.0%	76
2ND MORTGAGE AMOUNT	0 - 0	79.7%	82.5%	104
2ND MORTGAGE AMOUNT	0 - 16000	0.7%	0.6%	82
2ND MORTGAGE AMOUNT	127200 - 167999	0.1%	0.2%	112
2ND MORTGAGE AMOUNT	16000 - 39999	2.2%	2.9%	131
2ND MORTGAGE AMOUNT	167999 - 240000	0.1%	0.2%	193
2ND MORTGAGE AMOUNT	240000 +	0.1%	0.2%	184
2ND MORTGAGE AMOUNT	39999 - 67450	1.5%	1.5%	98
2ND MORTGAGE AMOUNT	67450 - 98699	0.7%	0.7%	103
2ND MORTGAGE AMOUNT	98699 - 127200	0.3%	0.3%	90
BEDROOMS	(missing)	0.0%		0
BEDROOMS	0 - 0	47.7%	60.3%	126
BEDROOMS	0 - 1	1.1%	0.3%	29
BEDROOMS	40180	9.6%	2.9%	30
BEDROOMS	40212	27.4%	19.0%	69
BEDROOMS	3 +	14.1%	17.5%	124
TOTAL ROOMS	(missing)	0.0%		0
TOTAL ROOMS	0 - 0	63.8%	76.3%	119
TOTAL ROOMS	0 - 3	0.7%	0.2%	35
TOTAL ROOMS	40242	10.8%	3.3%	31
TOTAL ROOMS	40305	15.5%	9.2%	59
TOTAL ROOMS	7 +	9.1%	10.9%	120
TOTAL BATHS	(missing)	0.0%		0
TOTAL BATHS	0 - 0	36.0%	40.1%	111
TOTAL BATHS	0 - 80	0.0%		0
TOTAL BATHS	180 - 200	28.9%	26.8%	93
TOTAL BATHS	200 - 300	15.1%	16.8%	111
TOTAL BATHS	300 +	4.3%	11.4%	263
TOTAL BATHS	80 - 180	15.7%	5.0%	32
FIREPLACE NUMBER	(missing)	0.0%		0
FIREPLACE NUMBER	0 - 0	74.7%	61.5%	82
FIREPLACE NUMBER	0 - 1	22.7%	33.6%	149
FIREPLACE NUMBER	1 +	2.7%	4.9%	184
POOL	(missing)	94.3%	89.1%	95
POOL	(other)	1.0%	0.9%	94
POOL	Y: YES, POOL PRESENT ON PARCEL	4.8%	10.0%	208
AUTOMOBILE		69.2%	57.4%	83
AUTOMOBILE	Y: YES	30.8%	42.6%	138
IN THE MARKET: NEW CAR MODEL	1: Extremely Likely	5.2%	25.4%	489
IN THE MARKET: NEW CAR MODEL	2: Highly Likely	5.0%	12.4%	246
IN THE MARKET: NEW CAR MODEL	3: Very Likely	15.3%	22.2%	145
IN THE MARKET: NEW CAR MODEL	4: Somewhat Likely	9.9%	10.0%	101
IN THE MARKET: NEW CAR MODEL	5: Likely	9.7%	8.7%	90
IN THE MARKET: NEW CAR MODEL	6: Somewhat Unlikely	14.1%	9.7%	69
IN THE MARKET: NEW CAR MODEL	7: Very Unlikely	9.3%	4.7%	50
IN THE MARKET: NEW CAR MODEL	8: Highly Unlikely	13.8%	4.7%	34
IN THE MARKET: NEW CAR MODEL	9: Extremely Unlikely	17.6%	2.2%	12
IN THE MARKET: USED CAR MODEL	1: Extremely Likely	7.1%	0.4%	6
IN THE MARKET: USED CAR MODEL	2: Highly Likely	5.5%	0.7%	13
IN THE MARKET: USED CAR MODEL	3: Very Likely	9.7%	2.4%	25
IN THE MARKET: USED CAR MODEL	4: Somewhat Likely	13.6%	5.4%	39
IN THE MARKET: USED CAR MODEL	5: Likely	14.1%	8.9%	63
IN THE MARKET: USED CAR MODEL	6: Somewhat Unlikely	19.3%	16.8%	87
IN THE MARKET: USED CAR MODEL	7: Very Unlikely	15.3%	18.8%	123
IN THE MARKET: USED CAR MODEL	8: Highly Unlikely	5.1%	8.8%	173
IN THE MARKET: USED CAR MODEL	9: Extremely Unlikely	10.2%	37.8%	369
COMBINED MARKET VALUE OF ALL VEHICLES	\$ 1K-10K	13.8%	13.8%	100
COMBINED MARKET VALUE OF ALL VEHICLES	\$10K-20K	12.0%	19.5%	163
COMBINED MARKET VALUE OF ALL VEHICLES	\$20K-30K	7.5%	17.2%	229
COMBINED MARKET VALUE OF ALL VEHICLES	\$30K-40K	4.2%	11.7%	277
COMBINED MARKET VALUE OF ALL VEHICLES	\$40K-50K	2.3%	8.3%	363
COMBINED MARKET VALUE OF ALL VEHICLES	\$50K-60K	1.2%	4.9%	424
COMBINED MARKET VALUE OF ALL VEHICLES	\$60K-70K	0.6%	2.9%	474
COMBINED MARKET VALUE OF ALL VEHICLES	\$70K-80K	0.3%	1.7%	534
COMBINED MARKET VALUE OF ALL VEHICLES	\$80K+	0.5%	3.8%	779
COMBINED MARKET VALUE OF ALL VEHICLES	<=\$1K	0.1%	0.1%	97
COMBINED MARKET VALUE OF ALL VEHICLES	MISSING	57.4%	16.0%	28



VARLABEL	CATEGORY	%US	% Subscribers	INDEX
NUMBERS OF CARS CURRENTLY REGISTERED AND OWNED	. Missing	53.4%	10.6%	20
NUMBERS OF CARS CURRENTLY REGISTERED AND OWNED	0	16.2%	33.2%	205
NUMBERS OF CARS CURRENTLY REGISTERED AND OWNED	1 Car	19.8%	36.8%	186
NUMBERS OF CARS CURRENTLY REGISTERED AND OWNED	2 Cars	7.4%	14.7%	200
NUMBERS OF CARS CURRENTLY REGISTERED AND OWNED	3+ Cars	3.2%	4.6%	144
VEHICLE OWNERSHIP	1: Truck Owner	29.6%	66.0%	223
VEHICLE OWNERSHIP	1: New Vehicle Purchaser	21.3%	63.8%	300
VEHICLE OWNERSHIP	1: Motorcycle Owner	3.6%	5.3%	149
VEHICLE OWNERSHIP	1: Recreational Vehicle Owner	16.5%	42.3%	256
INTEREST/LIFESTYLE	CD PLAYER	24.0%	32.4%	135
INTEREST/LIFESTYLE	VIDEO GAMES	3.9%	2.2%	57
INTEREST/LIFESTYLE	ELECTRONICS	28.2%	36.4%	129
INTEREST/LIFESTYLE	STOCKS/BONDS	10.3%	17.7%	172
INTEREST/LIFESTYLE	REAL ESTATE	2.9%	4.8%	169
INTEREST/LIFESTYLE	DOMESTIC TRAVEL	24.3%	35.9%	148
INTEREST/LIFESTYLE	FOREIGN TRAVEL	10.1%	16.8%	167
INTEREST/LIFESTYLE	TRAVEL	30.8%	42.1%	137
INTEREST/LIFESTYLE	FITNESS/EXERCISE	23.4%	29.4%	125
INTEREST/LIFESTYLE	HEALTH/NATURAL FOODS	9.6%	12.6%	131
INTEREST/LIFESTYLE	EXERCISE	11.4%	17.2%	151
INTEREST/LIFESTYLE	WEIGHT LOSS	15.5%	18.0%	116
INTEREST/LIFESTYLE	DIET/HEALTH	23.1%	31.0%	134
INTEREST/LIFESTYLE	GOLF	10.1%	16.3%	162
INTEREST/LIFESTYLE	TENNIS	1.6%	3.0%	179
INTEREST/LIFESTYLE	BOATING/SAILING	4.5%	5.8%	128
INTEREST/LIFESTYLE	HUNTING/FISHING	13.9%	17.8%	128
INTEREST/LIFESTYLE	CAMPING/HIKING	10.5%	10.4%	99
INTEREST/LIFESTYLE	SKIING	3.9%	5.3%	135
INTEREST/LIFESTYLE	PETS DOG OWNER	19.0%	25.5%	134
INTEREST/LIFESTYLE	PETS CAT OWNER	13.4%	17.2%	128
INTEREST/LIFESTYLE	PETS	24.3%	31.9%	131
INTEREST/LIFESTYLE	BOOKS/READING	29.2%	35.6%	122
INTEREST/LIFESTYLE	COOKING	19.1%	23.1%	121
INTEREST/LIFESTYLE	CABLE TV	2.5%	4.3%	171
INTEREST/LIFESTYLE	CASINO GAMBLING	8.4%	10.6%	125
INTEREST/LIFESTYLE	SWEEPSTAKES	8.5%	7.5%	88
INTEREST/LIFESTYLE	SEWING/QUILTING/NEEDLEWORK	8.8%	10.2%	115
INTEREST/LIFESTYLE	HOME DECORATING	8.9%	11.2%	125
INTEREST/LIFESTYLE	GARDENING/PLANTS	24.6%	33.4%	136
INTEREST/LIFESTYLE	TV SHOPPERS	0.6%	0.7%	122
INTEREST/LIFESTYLE	STEREO/RECORDS/TAPES/CDS	12.7%	22.8%	180
INTEREST/LIFESTYLE	BICYCLING	4.8%	6.4%	133
INTEREST/LIFESTYLE	MOTORCYCLING FLAG	3.1%	4.9%	160
INTEREST/LIFESTYLE	REC VEHICLES	14.9%	38.6%	260
INTEREST/LIFESTYLE	AUTO INTEREST	12.7%	9.8%	78
INTEREST/LIFESTYLE	HUNTING/FISHING	19.9%	17.5%	88
TYPE OF CREDIT CARD	MISCELLANEOUS CREDIT CARD	0.3%	0.2%	87
TYPE OF CREDIT CARD	STANDARD RETAIL CARD	31.4%	54.0%	172
TYPE OF CREDIT CARD	STANDARD SPECIALTY CARD	2.1%	2.7%	125
TYPE OF CREDIT CARD	UPSCALE RETAIL CARD	2.9%	6.9%	238
TYPE OF CREDIT CARD	UPSCALE SPECIALTY RETAIL CARD	2.3%	6.0%	262
TYPE OF CREDIT CARD	BANK CARD	38.2%	61.9%	162
TYPE OF CREDIT CARD	OIL-GAS CARD	2.0%	3.3%	164
TYPE OF CREDIT CARD	FINANCE COMPANY CARD	28.6%	50.6%	177
HOUSEHOLD DIMENSIONS	OUTDOORS DIMENSION HOUSEHOLD	3.0%	4.1%	140
HOUSEHOLD DIMENSIONS	ATHLETIC DIMENSION HOUSEHOLD	3.3%	6.2%	189
HOUSEHOLD DIMENSIONS	FITNESS DIMENSION HOUSEHOLD	6.2%	11.2%	180
HOUSEHOLD DIMENSIONS	DOMESTIC DIMENSION HOUSEHOLD	6.8%	12.4%	182
HOUSEHOLD DIMENSIONS	GOOD LIFE DIMENSION HOUSEHOLD	3.8%	9.4%	248
HOUSEHOLD DIMENSIONS	CULTURAL DIMENSION HOUSEHOLD	3.7%	9.4%	255
HOUSEHOLD DIMENSIONS	BLUE CHIP DIMENSION HOUSEHOLD	2.5%	5.2%	210
HOUSEHOLD DIMENSIONS	DO-IT-YOURSELF DIMENSION HOUSEHOLD	3.6%	4.9%	136
HOUSEHOLD DIMENSIONS	TECHNOLOGY DIMENSION HOUSEHOLD	2.8%	5.1%	178
VOTER STATUS		17.8%	67.4%	378
VOTER STATUS	Y	82.2%	32.6%	40

VARLABEL	CATEGORY	%US	% Subscribers	INDEX
POLITICALPARTY	:: MISSING	40.5%	76.6%	189
POLITICALPARTY	1: DEMOCRAT	24.8%	6.6%	27
POLITICALPARTY	2: REPUBLICAN	18.9%	11.9%	63
POLITICALPARTY	3: OTHER CATEGORIES	15.9%	4.9%	31
LIFESTYLE/BEHAVIOR	VETERAN FLAG	1.4%	3.5%	255
LIFESTYLE/BEHAVIOR	APARTMENT FLAG	15.8%	6.6%	42
LIFESTYLE/BEHAVIOR	CELL PHONE	15.6%	16.2%	103
LIFESTYLE/BEHAVIOR	DVD PLAYER	12.7%	11.4%	90
LIFESTYLE/BEHAVIOR	VIDEO CAMERA	0.5%	0.5%	101
LIFESTYLE/BEHAVIOR	CD/MONEY MARKET	1.3%	2.4%	181
LIFESTYLE/BEHAVIOR	IRA/KEOGHS	1.7%	2.7%	157
LIFESTYLE/BEHAVIOR	MUTUAL FUNDS	7.5%	10.8%	144
LIFESTYLE/BEHAVIOR	CRUISES	10.1%	10.8%	107
LIFESTYLE/BEHAVIOR	DIET CONSCIOUS	15.6%	15.9%	102
LIFESTYLE/BEHAVIOR	VEGETARIAN	1.2%	1.3%	117
LIFESTYLE/BEHAVIOR	COLLECTING	14.5%	14.0%	97
LIFESTYLE/BEHAVIOR	CRAFTS	12.7%	11.8%	93
LIFESTYLE/BEHAVIOR	HOBBIES	21.8%	26.1%	120
LIFESTYLE/BEHAVIOR	MUSIC INTEREST	21.6%	26.0%	120
LIFESTYLE/BEHAVIOR	SOCIAL CAUSES	15.7%	16.9%	107
LIFESTYLE/BEHAVIOR	SPORTS/RECREATION	21.2%	21.6%	102
LIFESTYLE/BEHAVIOR	SWEEPSTAKES	10.5%	10.0%	95
LIFESTYLE/BEHAVIOR	COMPUTER/INTERNET	33.2%	49.0%	148
LIFESTYLE/BEHAVIOR	CULTURAL ARTS	5.2%	7.4%	143
LIFESTYLE/BEHAVIOR	CLUB MEMBERSHIPS	4.1%	6.5%	160
LIFESTYLE/BEHAVIOR	GENERAL CREDIT CARD	36.0%	55.2%	153
LIFESTYLE/BEHAVIOR	REAL ESTATE	1.8%	2.2%	122
LIFESTYLE/BEHAVIOR	DONATIONS	10.2%	17.7%	173
LIFESTYLE/BEHAVIOR	ENTERTAINMENT	8.9%	9.0%	102
LIFESTYLE/BEHAVIOR	FINANCIAL INVESTMNT	16.1%	17.5%	109
LIFESTYLE/BEHAVIOR	GENERAL VETERANS	4.3%	6.2%	142
LIFESTYLE/BEHAVIOR	NON-RETAIL SHOPPING	41.5%	60.1%	145
LIFESTYLE/BEHAVIOR	SHOPPING METHODS	41.5%	60.1%	145
LIFESTYLE/BEHAVIOR	SHOPPING INTERESTS	12.5%	14.1%	112
LIFESTYLE/BEHAVIOR	VISUAL CORRECTIONS	8.5%	11.1%	131
MAIL ORDER BUYER	:: MISSING	2.8%	4.3%	154
MAIL ORDER BUYER	0	43.9%	21.7%	49
MAIL ORDER BUYER	1: Purchase	9.7%	7.7%	79
MAIL ORDER BUYER	2: Purchases	15.3%	27.1%	177
MAIL ORDER BUYER	3: Purchases	6.5%	6.9%	106
MAIL ORDER BUYER	4: Purchases	5.3%	6.6%	123
MAIL ORDER BUYER	5: Purchases	4.5%	6.0%	132
MAIL ORDER BUYER	6: Purchases	3.8%	5.7%	149
MAIL ORDER BUYER	7: Purchases	3.2%	5.3%	166
MAIL ORDER BUYER	8: Purchases	2.7%	4.6%	172
MAIL ORDER BUYER	9: 9 or more Purchases	2.3%	4.1%	183
DONORS		64.9%	46.4%	72
DONORS	Y: YES	35.1%	53.6%	153
INTERNET		60.5%	41.9%	69
INTERNET	Y: YES	39.5%	58.1%	147
COMPUTER/INTERNET HOME		98.1%	97.4%	99
COMPUTER/INTERNET HOME	Y: YES	1.9%	2.6%	139
STUDENT RESIDENCE		0.0%		0
STUDENT RESIDENCE	N: NO	99.5%	99.6%	100
STUDENT RESIDENCE	Y: YES	0.5%	0.4%	67
ACTIVITIES	ART/ANTIQUE COLLECTING	7.0%	10.2%	147
ACTIVITIES	AUTOMOTIVE WORK	9.4%	5.5%	58
ACTIVITIES	BIBLE/DEVOTIONAL READING	19.3%	20.7%	107
ACTIVITIES	BICYCLING	11.8%	10.4%	88
ACTIVITIES	BOATING/SAILING	6.9%	7.0%	101
ACTIVITIES	BOOK READING	28.5%	37.2%	131
ACTIVITIES	BUY PRE-RECORDED VIDEOS	10.5%	11.7%	111
ACTIVITIES	CABLE TV VIEWING	4.9%	6.1%	124
ACTIVITIES	CAMPING/HIKING	16.8%	12.0%	72
ACTIVITIES	CAREER-ORIENTED ACTIVITIES	0.1%	0.1%	123
ACTIVITIES	CASINO GAMBLING	9.7%	10.3%	106
ACTIVITIES	COLLECTIBLES/COLLECTIONS	8.5%	9.0%	105



VARLABEL	CATEGORY	%		INDEX
		%US	Subscribers	
ACTIVITIES	COMMUNITY/CIVIC ACTIVITIES	1.5%	1.9%	130
ACTIVITIES	CRAFTS	16.7%	13.1%	78
ACTIVITIES	CULTURAL/ARTS EVENTS	11.5%	18.9%	164
ACTIVITIES	CURRENT AFFAIRS/POLITICS	0.9%	1.3%	146
ACTIVITIES	DIETING/WEIGHT CONTROL	16.5%	16.5%	100
ACTIVITIES	DONATE TO CHARITABLE CAUSES	1.2%	1.3%	103
ACTIVITIES	ELECTRONICS	7.3%	6.1%	84
ACTIVITIES	FASHION CLOTHING	8.0%	9.0%	113
ACTIVITIES	FISHING	20.9%	19.3%	92
ACTIVITIES	FOREIGN TRAVEL	12.9%	20.3%	157
ACTIVITIES	GARDENING	30.3%	33.4%	110
ACTIVITIES	GOLF	15.1%	20.2%	134
ACTIVITIES	GOURMET COOKING/FINE FOODS	13.5%	17.4%	129
ACTIVITIES	GRANDCHILDREN	23.5%	27.8%	119
ACTIVITIES	HEALTH/NATURAL FOODS	17.5%	17.3%	99
ACTIVITIES	HOME/PERSONAL COMPUTERS	6.9%	7.7%	112
ACTIVITIES	HOME FURNISHINGS/DECORATING	3.4%	3.5%	103
ACTIVITIES	HOME VIDEO GAMES	0.7%	0.5%	77
ACTIVITIES	HOME VIDEO RECORDING	8.7%	8.2%	94
ACTIVITIES	HOME WORKSHOP	22.3%	19.9%	89
ACTIVITIES	HOUSE PLANTS	1.6%	2.0%	123
ACTIVITIES	HOUSEHOLD PETS	35.8%	40.7%	114
ACTIVITIES	HUNTING/SHOOTING	14.1%	16.7%	118
ACTIVITIES	MAIL ORDER	32.2%	41.4%	129
ACTIVITIES	MILITARY VETERAN	7.8%	10.7%	138
ACTIVITIES	MONEY MAKING OPPORTUNITIES	6.5%	6.3%	97
ACTIVITIES	MOTORCYCLING	0.4%	0.3%	63
ACTIVITIES	NEEDLEWORK/KNITTING	9.4%	8.4%	89
ACTIVITIES	OUR NATION'S HERITAGE	3.1%	5.8%	183
ACTIVITIES	OWN A CD PLAYER	37.7%	44.3%	117
ACTIVITIES	OWN A CAT	18.2%	20.1%	111
ACTIVITIES	OWN A DOG	27.2%	31.8%	117
ACTIVITIES	PHOTOGRAPHY	11.6%	13.3%	115
ACTIVITIES	PHYSICAL FITNESS/EXERCISE	28.0%	32.1%	115
ACTIVITIES	POWER BOATING	3.9%	3.9%	99
ACTIVITIES	REAL ESTATE INVESTMENTS	5.4%	6.5%	121
ACTIVITIES	RECREATIONAL VEHICLES	6.1%	5.8%	96
ACTIVITIES	RUNNING/JOGGING	6.4%	8.0%	125
ACTIVITIES	SAILING	1.5%	1.6%	107
ACTIVITIES	SCIENCE FICTION	3.6%	2.8%	77
ACTIVITIES	SCIENCE/NEW TECHNOLOGY	4.2%	4.4%	105
ACTIVITIES	SELF IMPROVEMENT	12.4%	11.9%	96
ACTIVITIES	SEWING	7.9%	7.9%	99
ACTIVITIES	SNOW SKIING	4.5%	5.5%	122
ACTIVITIES	STAMP/COIN COLLECTING	5.7%	6.3%	111
ACTIVITIES	STEREO/RECORDS/TAPES/CDS	22.6%	25.0%	111
ACTIVITIES	STOCK/BOND INVESTMENTS	12.6%	19.1%	152
ACTIVITIES	SWEEPSTAKES/CONTESTS	7.6%	5.7%	75
ACTIVITIES	TENNIS	3.1%	3.9%	128
ACTIVITIES	TRAVEL IN USA	27.3%	36.7%	134
ACTIVITIES	WALKING FOR HEALTH	20.0%	22.0%	110
ACTIVITIES	WATCHING SPORTS ON TV	20.7%	25.6%	124
ACTIVITIES	WILDLIFE/ENVIRONMENTAL ISSUES	10.9%	13.1%	121
ACTIVITIES	WINES	12.9%	19.6%	152
ACTIVITIES	CLUB SPORTS	3.4%	3.6%	105
ACTIVITIES	TRADITIONALIST	21.4%	24.2%	113
ACTIVITIES	PROFESSIONAL	3.2%	2.9%	90
ACTIVITIES	INVESTOR	5.1%	6.5%	129
ACTIVITIES	AUDIO/VISUAL	27.4%	31.3%	114
ACTIVITIES	CAMPGRINDER	6.9%	5.0%	72
ACTIVITIES	INTELLIGENTSIA	6.0%	12.6%	212
ACTIVITIES	MECHANIC	7.8%	6.0%	77
ACTIVITIES	READER	2.3%	1.9%	82
ACTIVITIES	CHIPHEAD	3.3%	3.5%	104
ACTIVITIES	HOME AND GARDEN	28.4%	31.0%	109
ACTIVITIES	TRIATHLETE	24.6%	27.1%	110
ACTIVITIES	CONNOISSEUR	13.7%	22.3%	162



VARLABEL	CATEGORY	%		INDEX
		%US	Subscribers	
ACTIVITIES	ECOLOGIST	2.9%	4.0%	140
ACTIVITIES	TV GUIDE	16.6%	20.4%	123
ACTIVITIES	COLLECTOR	4.8%	6.2%	129
ACTIVITIES	HANDICRAFTS	9.2%	7.9%	86
ACTIVITIES	FIELD AND STREAM	12.0%	12.6%	105
ACTIVITIES	ATHLETIC	9.4%	11.5%	121
ACTIVITIES	BLUE CHIP	6.7%	9.5%	143
ACTIVITIES	CULTURAL	11.2%	18.0%	160
ACTIVITIES	DOMESTIC	21.1%	23.8%	113
ACTIVITIES	FITNESS	18.9%	20.9%	111
ACTIVITIES	GOOD LIFE	11.3%	17.5%	154
ACTIVITIES	TECHNOLOGY	7.3%	7.5%	102
ACTIVITIES	OUTDOORS	8.9%	7.5%	84
ACTIVITIES	DO-IT-YOURSELF	10.6%	8.7%	82
ACTIVITIES	HOME BUSINESS	5.1%	7.1%	140
MOR BANK	MOR BANK: UPSCALE MERCHANDISE BUYER	1.8%	6.8%	372
MOR BANK	MOR BANK: - MALE MERCHANDISE BUYER	5.0%	11.4%	228
MOR BANK	MOR BANK: - FEMALE MERCHANDISE BUYER	17.6%	30.2%	171
MOR BANK	MOR BANK: - CRAFTS/HOBBY MERCHANDISE BUYER	6.0%	11.0%	183
MOR BANK	MOR BANK: GARDENING/FARMING BUYER	1.9%	2.6%	136
MOR BANK	MOR BANK: BOOK BUYER	40.0%	63.3%	158
MOR BANK	MOR BANK: COLLECT/SPECIAL FOODS BUYER	1.5%	4.8%	310
MOR BANK	MOR BANK: GIFTS AND GADGETS BUYER	12.0%	25.5%	212
MOR BANK	MOR BANK: GENERAL MERCHANDISE BUYER	16.0%	32.8%	205
MOR BANK	MOR BANK: RELIGIOUS CONTRIBUTOR	4.0%	10.8%	273
MOR BANK	MOR BANK: POLITICAL CONTRIBUTOR	8.0%	19.9%	247
MOR BANK	MOR BANK: HEALTH AND INSTITUTION CONTRIBUTOR	13.1%	27.1%	206
MOR BANK	MOR BANK: GENERAL CONTRIBUTOR	1.7%	3.7%	221
MOR BANK	MOR BANK: MISCELLANEOUS	15.7%	29.5%	188
MOR BANK	MOR BANK: ODDS AND ENDS	35.6%	53.8%	151
BEHAVIORBANK	BEHAVIORBANK: DONATES TO ENVIRONMENTAL CAUSES	8.2%	12.1%	148
BEHAVIORBANK	BEHAVIORBANK: CONTRIBUTES TO CHARITIES	24.6%	33.5%	136
BEHAVIORBANK	BEHAVIORBANK: PRESENCE OF CREDIT CARD	48.9%	78.6%	161
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN READING	26.7%	28.7%	107
BEHAVIORBANK	BEHAVIORBANK: COMPUTER OWNER	51.4%	73.9%	144
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN GARDENING	21.9%	30.4%	139
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN AUTOMOTIVE	11.0%	8.4%	76
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN GOURMET COOKING	21.2%	22.8%	108
BEHAVIORBANK	BEHAVIORBANK: HOME DECORATING/FURNISHING	8.7%	10.9%	126
BEHAVIORBANK	BEHAVIORBANK: DOG ENTHUSIASTS	15.7%	18.5%	118
BEHAVIORBANK	BEHAVIORBANK: CAT ENTHUSIAST	11.2%	12.8%	114
BEHAVIORBANK	BEHAVIORBANK: PET ENTHUSIAST	20.1%	23.2%	116
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN TRAVEL	28.2%	37.6%	133
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN FITNESS	19.8%	21.6%	110
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN THE OUTDOORS	26.7%	35.0%	131
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN SPORTS	27.4%	29.1%	106
BEHAVIORBANK	BEHAVIORBANK: INVESTOR	21.1%	23.9%	113
BEHAVIORBANK	BEHAVIORBANK: PURCHASED THROUGH THE MAIL	53.1%	81.7%	154
BEHAVIORBANK	BEHAVIORBANK: CRUISE ENTHUSIASTS	13.1%	14.2%	108
BEHAVIORBANK	BEHAVIORBANK: INVEST IN MUTUAL FUNDS/ANNUITIES	9.8%	14.6%	148
BEHAVIORBANK	BEHAVIORBANK: PURCHASE VIA PHONE	0.4%	0.8%	189
BEHAVIORBANK	BEHAVIORBANK: INTERNET/ONLINE SUBSCRIBER	41.6%	66.2%	159
BEHAVIORBANK	BEHAVIORBANK: PURCHASE VIA ON LINE	35.6%	62.1%	174
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN DOMESTIC TRAVEL	26.3%	36.5%	139
BEHAVIORBANK	BEHAVIORBANK: INTEREST IN FOREIGN TRAVEL	9.6%	13.0%	136